

 Planned Parenthood®
100
YEARS

2016

**UPPER HUDSON
PLANNED PARENTHOOD
ANNUAL REPORT**





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Board of Directors and Leadership

Planned Parenthood has been here for 100 years, and we’ve been fighting for reproductive health care and rights since day one. We’re going to be here for another 100 years – and then some – and though the path forward isn’t an easy one, ours never has been. Planned Parenthood has weathered some intense storms in our history, and we’ve come out of each one stronger, smarter and fiercer than ever before.

MESSAGE FROM OUR LEADERSHIP

Once again, Upper Hudson Planned Parenthood had a busy year full of new services, new schools, new patients and new challenges. Our staff and volunteers worked tirelessly to ensure that all people in our community have access to honest education, excellent services and fearless advocacy. Your support continues to make all we do possible and reminds us daily that the battles facing us are not battles we ever face alone.

With all the turmoil in national politics and an ever-increasing threat of dismantling the Affordable Care Act, it is easy to lose sight of all we accomplished in 2016. However, the political climate energized so many to become active in our advocacy efforts to ensure that everyone in our community has access to the care they want. The number of volunteer and advocate applications increased by 533% last year and continues to rise. All this action has helped to ensure that all elected officials in our area know that access to women’s health care,

contraception, abortion and STI testing is important and that we will protect these rights.

Last year, we were also thrilled to launch the Women’s Leadership Circle. This important group proved to all of us that women in our community stand proudly and publicly with UHPP. Hoping to create a list of 100 women who support UHPP at the \$1,000 level and share their names on a published list, Now, there are nearly 200 women in the Women’s Leadership Circle and it keeps growing. Each person on the list has made a commitment to us and we are so appreciative.

UHPP education programs continued to grow. Our programs in Troy and Albany have expanded to include not only high school students but middle school students as well. We know that young people are hungry for honest education and to have their questions answered without judgment or shame. Our educators do that every day

and we are thrilled that they can share their knowledge with even more young people.

As always, our health services have been front and center in all of our thoughts. With nearly 10,000 people seeking services at UHPP, we continue to strive to provide the care our patients need. Leading the way is our ongoing provision of long-acting reversible contraception (LARC). In 2016, we saw an increase in the number of people accessing this highly effective method by 55%. We also understood that making abortion accessible meant re-evaluating our program. We saw that fewer women would need to go to another provider if we were able to provide abortion up to 16 weeks gestation. After years of limiting access to 14 weeks, we have made this possible. Our staff and medical director are so glad to provide our patients with the care they need and to no longer need to refer them to other providers.

In October, UHPP began offering hormone therapy for our transgender patients. With significant time spent training and reaching out to the transgender community, we believe we are providing excellent care for all people, no matter their gender identity. This important and beautiful part of our community deserves to have the services they need in their own neighborhood and we are so proud to be offering them.

All of this would not be possible without your support. Commitment to UHPP means commitment to providing health care and education in a safe, non-judgmental way. It means being an advocate for all people who access care through our health centers and those who may in the future. So many supporters tell us that we were there for them when they needed us and now they want to be there so someone else can get the care they deserve. For this and so much more, we thank you!


TRICIA ASARO
Chairperson
Upper Hudson Planned Parenthood Board
of Directors


CHELLY HEGAN
President/CEO
Upper Hudson Planned Parenthood

THE HISTORY OF OUR MOVEMENT

“It was the dawn of a new day in my life ... I went to bed knowing that no matter what it might cost ... I was resolved to seek out the root of evil, to do something to change the destiny of mothers, whose miseries were as vast as the sky.”
– MARGARET SANGER

1916

On October 16, Margaret Sanger – together with her sister, Ethel Byrne, and fellow activist Fania Mindell – opens the country’s first birth control clinic in **BROOKLYN, NEW YORK**.

1930

In response to many **BLACK WOMEN BEING DENIED ACCESS** to health and social services, Sanger opens a new clinic in Harlem. It’s endorsed by the New York Urban League and supported by prominent Harlem churches.

1951

Planned Parenthood awards a grant to three researchers to undertake the **DEVELOPMENT OF THE BIRTH CONTROL PILL**.

1965

In *Griswold v. Connecticut* – a Supreme Court case brought by the executive director of Planned Parenthood League of Connecticut – **BIRTH CONTROL IS MADE LEGAL FOR MARRIED COUPLES**. It remains illegal for unmarried couples until 1972.

1970

After the Medicaid program is established in 1965, President Nixon signs **TITLE X OF THE PUBLIC HEALTH SERVICE ACT** into law, providing public funding for family planning services and sex education programs.

1971

Planned Parenthood Federation of America (PPFA) forms its international arm, now known as **PLANNED PARENTHOOD GLOBAL**.

1973

In the landmark decision *Roe v. Wade*, the Supreme Court rules that the constitutional right to privacy extends to a **WOMAN’S DECISION TO HAVE AN ABORTION**.

1989

Under **FAYE WATTLETON**, the first female president and president of color of PPFA, the Planned Parenthood Action Fund is formed to engage in public education campaigns, grassroots organizing, and legislative and electoral advocacy.

1994

WOMEN OF COLOR IGNITE THE REPRODUCTIVE JUSTICE MOVEMENT in the U.S. by promoting an inclusive platform to advance reproductive health as it intersects with social justice.

2000

The **FDA APPROVES MEDICATION ABORTION**, which gives pregnant individuals in the U.S. another safe and effective option for abortion early in pregnancy.

2010

The **AFFORDABLE CARE ACT** is signed into law, including the women’s preventive health benefit that requires health plans to cover all types of FDA-approved contraceptives and preventive services.

2016

The landmark Supreme Court decision in favor of *Whole Woman’s Health* prevents states from placing restrictions on the delivery of abortion services that create an **UNDUE BURDEN** for patients seeking care.



03

CARE. NO MATTER WHAT.

For more than 85 years, Upper Hudson Planned Parenthood has provided exceptional services, honest education and fearless advocacy in Albany, Columbia, Greene and Rensselaer counties.

EXPANDING ABORTION CARE

At UHPP, we are proud to provide a full range of reproductive health services, and abortion is an important part of that. Abortion is an important part of health care and can be vital in ensuring our patients decide if and when to become parents. Abortion providers face an ever-increasingly hostile climate.

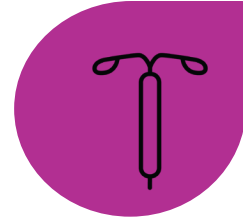
Despite these challenges, UHPP successfully expanded access to abortion in 2016. Whereas we had offered abortion up to 14 weeks, our health centers are now able to provide abortion up to 16 weeks. This increase allows for patients to have their needs met with us, where they feel safe and cared for. It is often our younger patients who need the extra time, as they are less likely to have regular periods, know they are pregnant, or access services in a timely manner. We are excited to be able to offer our exceptional services while expanding access.

ONLINE

Through technology, we are breaking down systemic barriers to accessing reproductive health care and information by making it more timely, relevant and equitable for all people. In addition to the **more than 192,000 visits** to Upper Hudson Planned Parenthood websites each year, our Online Health Services (OHS) program is reaching more people than ever before.

- In 2016, 3,690 online appointments were booked by 1,916 new patients. Of the patients who booked online, 54.5% were booked after hours when the health center was closed.
- We also added new services available to patients via OHS, including access to emergency contraception, counseling for long-acting reversible contraception (like IUDs and implants), and treatment for urinary tract infections.

INCREASE IN LARCS



LARC (long-acting reversible contraception) methods like IUDs and implants saw a huge increase in 2016, both in appointment requests and patient visits.

UHPP had a **55% increase in LARCs from 2015 to 2016**. In 2015, UHPP inserted 532 LARCs and that number increased to 1,209 in 2016.

POST-ELECTION SPIKE

UHPP also saw a marked increase in interest after the election, as many patients feared that they would not be able to access a reliable birth control method with the new administration.

Requests for appointments for LARCs increased dramatically after the election.

29 online appointment requests for a LARC in October 2016 jumped to **53** online appointment requests in November (82% increase).

56% increase in LARCs after the election

100 IUDs from November to December in 2015

156 IUDs from November to December in 2016



LAUNCH OF TRANSGENDER SERVICES

Starting on National Coming Out Day in October of 2016, UHPP began offering comprehensive transgender hormone therapy and preventive health care services in the Capital Region.

UHPP provides quality, compassionate care from an informed consent model for transgender and gender non-conforming patients. We serve transgender people and those at various places on the spectrum of gender identity and expression. We are committed to improving the way transgender people receive health care in our region and we proudly work together with our transgender and gender non-conforming

community to lead the way in eliminating barriers to care.

We offer preventive sexual health care services as well as puberty suppression and hormone therapy for transgender and gender non-conforming people.

We strive to provide health care that is inclusive and respectful of all genders. Our goal is to make every person who comes through our doors feel welcome, comfortable and respected while providing the best possible care.





04

FIGHTING BACK AND MOVING FORWARD

Day in and day out, Upper Hudson Planned Parenthood opened our health center doors to provide lifesaving care, despite politically driven attacks designed to block patients from accessing the care they need. Thanks to our dedicated supporters, we have been able to hold back these attacks, so Planned Parenthood can continue to be there for the thousands of people who rely on us every year.

ADVOCACY

Since the election, UHPP staff, volunteers and advocates have been working together to educate the public on Planned Parenthood and the services we provide. One week after the 2016 election, we hosted a potluck-style event to talk and listen to the community on how the new administration may impact Planned Parenthood. And then we really got to work: we had a letter-writing event to let our representatives know how many people support Planned Parenthood, we made constant phone calls and visits to legislators making our voices heard, and then we launched the “Teach-in” series, an educational forum, and the first one was about a potential defund. More than 150 community members participated in these events and have helped us grow our advocacy base. In addition, patient support has been incredible. More than 200 patients filled out thank you cards for our health center staff and providers, reminding us all that this fight is personal—it is for our care and our lives.

We worked with coalition partners, community groups, Planned Parenthood Federation of America and our own staff, volunteers and advocates to amplify our voices. We need to continue to remind our representatives that the people hurt the most by removing access to Planned Parenthood are those who already face barriers to quality health care – people of color, LGBTQ people, people living below the poverty line, young people and people who live in rural areas. Without Planned Parenthood, many of our patients would have nowhere else to go for care.

Get Out the Vote!

In the summer of 2016, UHPP launched “My Vote, My Voice,” a get -out-the-vote campaign to register voters and to encourage people to commit to voting in the November election. UHPP worked with volunteers, advocates and staff to register voters and encourage voters to sign a voter pledge card promising to show up to vote.

UHPP, with the help of more than 15 committed volunteers, registered 103 voters and had 129 voter pledge cards completed!

OUR SUCCESS

We fought every attack!

- **Organized 11 legislative visits** with our local elected officials to advocate for legislation and funding to protect patients from being cut off from care at Planned Parenthood. More than 35 people attended the 2016 Day of Action in Albany.
- **More than 150 people** attended post-election events, including a potluck and the first of a new series of teach-ins to educate the public on what “defunding” means and how it will affect Planned Parenthood and our patients.
- **Nine letters to the editor** were published in local newspapers to promote Planned Parenthood services and to highlight that eliminating Planned Parenthood from public health programs legislatively would hurt the Capital Region.
- We engaged with our advocates via social media. In 2016, UHPP had **507 posts with 3,261 organic actions.**

Our success in overcoming these attacks on women’s health was due in no small part to Planned Parenthood supporters, partners and activists – many of whom self-identify as Planned Parenthood patients – who rallied behind us.

- Volunteer applications from November to December 31, 2017 **increased 533%** over the same time in the previous year.
- We gained **820 new supporters** between November 2016 and January 2017.
- **Fourteen national polls** showed strong public support for Planned Parenthood and the services we provide.
- We celebrated the 100th anniversary, with a **Pink Out Day** in Albany, a staff celebration and at the UHPP Gala in October.

TRAPPED Film in Hudson

UHPP, along with a local community activist committee, hosted more than 100 people in Hudson at *TRAPPED*, a documentary that helps educate the public about Targeted Regulation of Abortion Providers (TRAP) legislation. The movie explores how the work and lives of abortion providers are affected by the laws.

Community members enjoyed the screening of the movie and had an opportunity to catch up with the plans for expansion of Planned Parenthood services for Columbia County and engage in an open conversation about Planned Parenthood and the services we provide.





LAUNCH OF THE WOMEN'S LEADERSHIP CIRCLE

In this era of systematic attacks on Planned Parenthood, UHPP supporters recognized that now more than ever, they must rally public support. Our supporters know better than to stand idly by while our rights and futures are in jeopardy. The Women's Leadership Circle is part of the solution.

The Women's Leadership Circle is comprised of women who publicly support Planned Parenthood and have committed to contributing a minimum of \$1,000 annually. Women 40 and under are encouraged to join by making an annual contribution of \$500 or more.

In honor of Planned Parenthood's 100th anniversary, we hoped to have 100 women sign on to support our local affiliate in this way. **By the end of 2016, 175 women had joined the list!**

Together, we ensure the care education, and advocacy UHPP provides will continue to be available for generations to come. We make the statement to our community that women are a powerful force when we come together.

Please see the donor section for the ad published in the *Times Union* in December of 2016.

05

ADVANCING CARE THROUGH EDUCATION

As we move forward – and grow stronger than ever – Planned Parenthood is committed to advancing reproductive health care and rights on all fronts.

EXPANDED EDUCATION

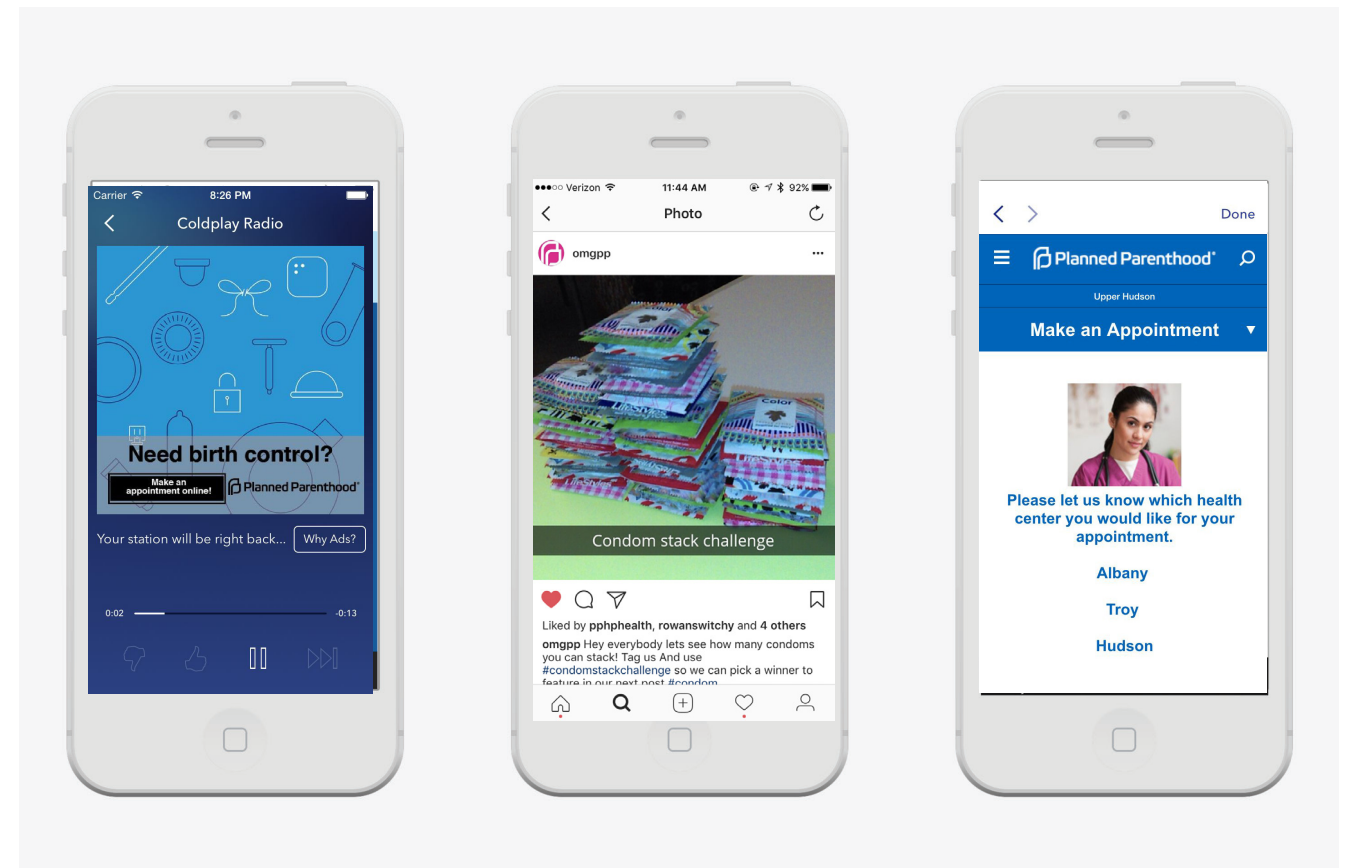
In 2016, **UHPP's Education Department delivered comprehensive sex education programming for the first time in all of Albany city middle schools.** A total of 530 participants were engaged in comprehensive, evidence-based sex education focusing on topics including, but not limited to, healthy relationships, anatomy, HIV/STDs and pregnancy prevention.

We **also expanded our evidence-based high school programming, reaching Troy High School for the very first time.** These programs cover a broad range of topics related to: Human Development (including reproduction, puberty, sexual orientation and gender identity), Relationships (including families, friendships, romantic relationships and dating), Personal Skills (including communication, negotiation and decision-making), Sexual Behavior (including abstinence and sexuality throughout life), Sexual Health (including sexually transmitted diseases, contraception and pregnancy), and Society and Culture (including gender roles, diversity and sexuality in the media). **Sex education helps people gain the information, skills and motivation to make healthy decisions about sex and sexuality.**



YOUTH HEALTH PROMOTERS

This year, the Youth Health Promoters (YHPs) reached over 3,000 people through their community outreach efforts. Our YHPs use outreach to meet our potential patients where they are in their own communities. We focus on events in high-risk communities where the poverty rate is low and access to reproductive health care is difficult. The YHPs table at community events like Black Fest, Black and Latino Pride and African American Family Day and they take part in events like Capital PRIDE and Hudson Pride to continue to reach communities in need.



TECHNOLOGY

Planned Parenthood's YHPs use technology to engage with young people in our community. They operate numerous social media sites. They reach out to young people and communicate messages on topics surrounding healthy relationships, body image, sexual health, birth control and other topics.

227 followers on Instagram | 824 likes on Facebook | 251 friends on Snapchat

The YHPs also launched their first-ever Pandora campaign, which targeted specific zip codes and ages within our service area, with a specific focus on the most at risk and underserved, with our messages promoting Teen Clinic hours and teen-friendly services at UHPP. The script was created by the YHPs and recorded by a voice actress. This campaign resulted in 596,811 impressions and 1,855 clicks exceeding our goal by 6K impressions. **As a result, we saw a 400% increase in attendance for the months of October (35) and November (26). Also, October and November represented the two months with the highest attendance for the entire year of 2016 (average is 17).** Teen patients served in the health center also saw a 100% increase in November.



06

FUELING THE MOVEMENT

ENGAGING YOUTH

Today's young people are the **most diverse and progressive** we've ever seen, and we're preparing them to take the lead in this movement through both PPFA's Generation (PPGen) and Planned Parenthood Action Fund's Generation Action (PPGenAction) programs.

Planned Parenthood Generation at SUNY Albany is a group of student activists fighting for reproductive justice. In our fight for reproductive justice, we work within the Capital District, partner with other groups, and coordinate with national efforts to ensure access to reproductive health services. The group began formally meeting in October of 2016 and by December had 30 active members participating in biweekly meetings, had elected officers, and had completed two successful outreach events for World AIDS Day on campus, connecting with over 600 students.

We are confident that young people will drive and create the change this movement and this country needs – Planned Parenthood is excited to help them along the way.

In September 2016, Planned Parenthood Action Fund hosted the **Youth Power Summit** conference in Hauppauge – a large volunteer leadership membership event – where **nearly 1,000 young activists** strengthened their organizing and advocacy skills at Summits across the country to make progress for sexual and reproductive health, rights and freedom. Four young people and two staff members attended this event for UHPP.



07

IMPACT OF UPPER HUDSON PLANNED PARENTHOOD

1,525 Pap tests and breast exams performed



1,105 Breast exams performed

420 Pap tests performed

77 Pap tests requiring further testing due to abnormalities identified

8,653 Birth control information and services provided



746 Emergency contraception kits provided

1,209 LARCs were inserted

4,269 Pregnancy tests provided

2,398 Abortions provided

15,280 Tests and treatment for sexually transmitted infections provided



3,178 HIV tests conducted

610 STIs diagnosed, enabling people to get treatment and to learn how to prevent the further spread of STIs



08

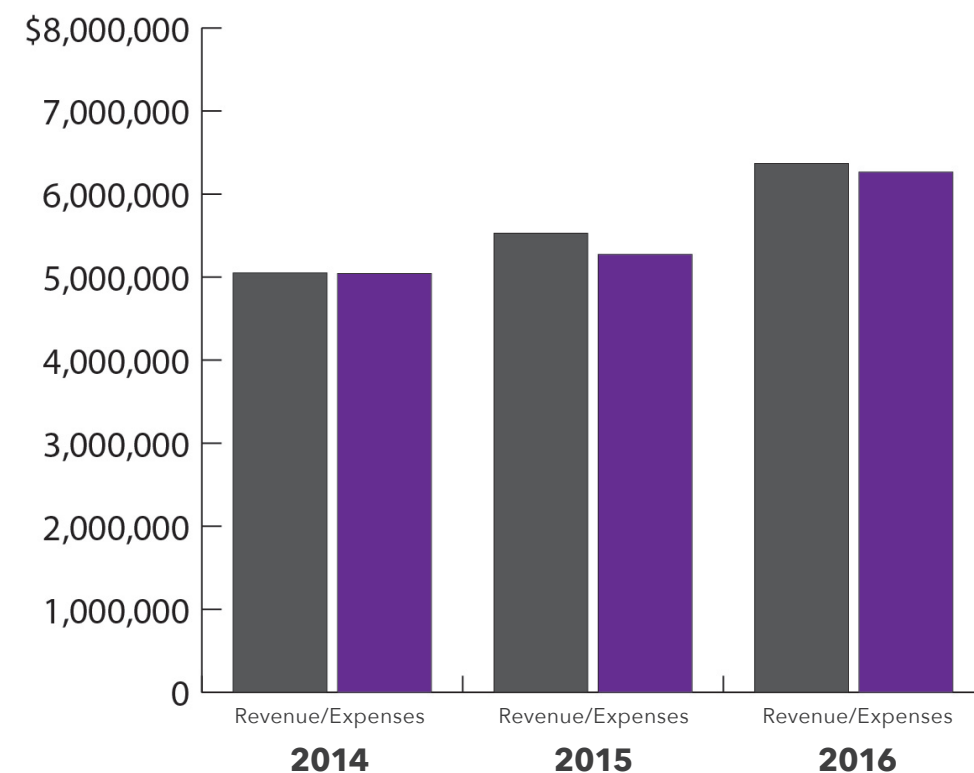
INCOME STATEMENT

2016 Revenue

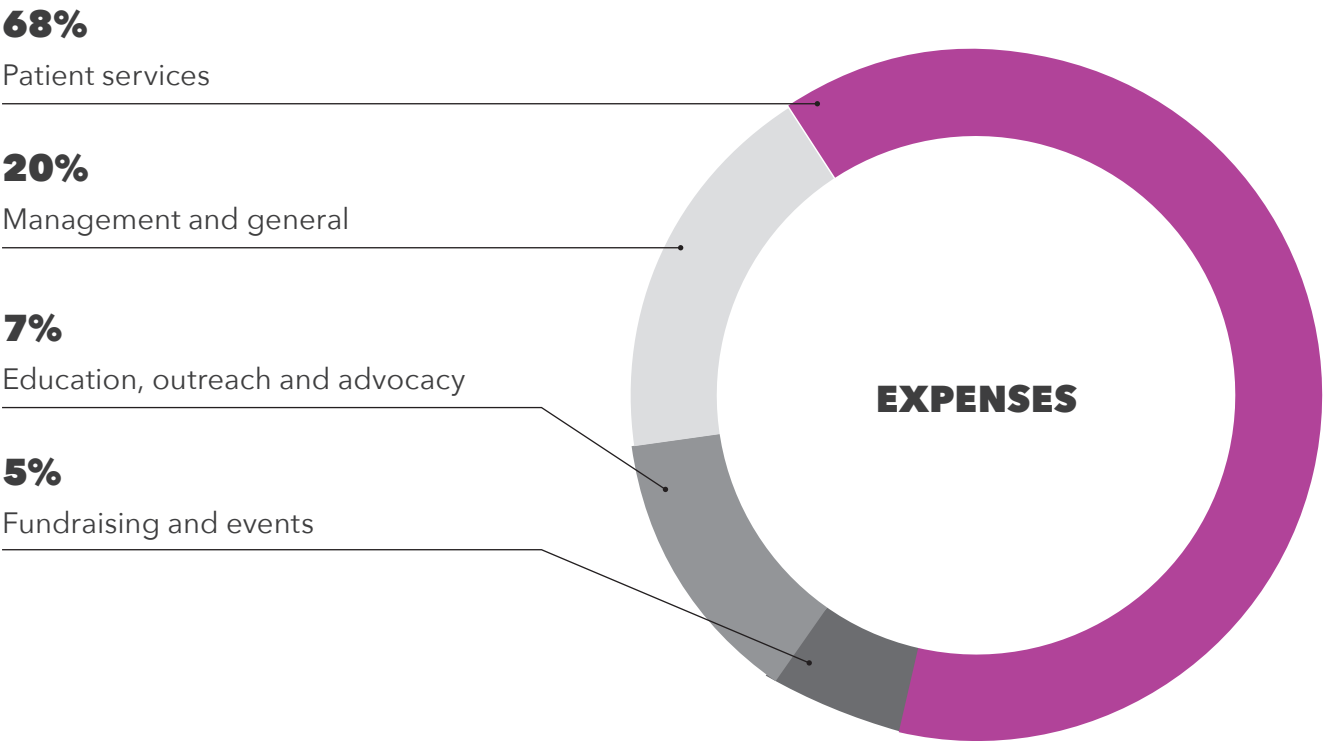
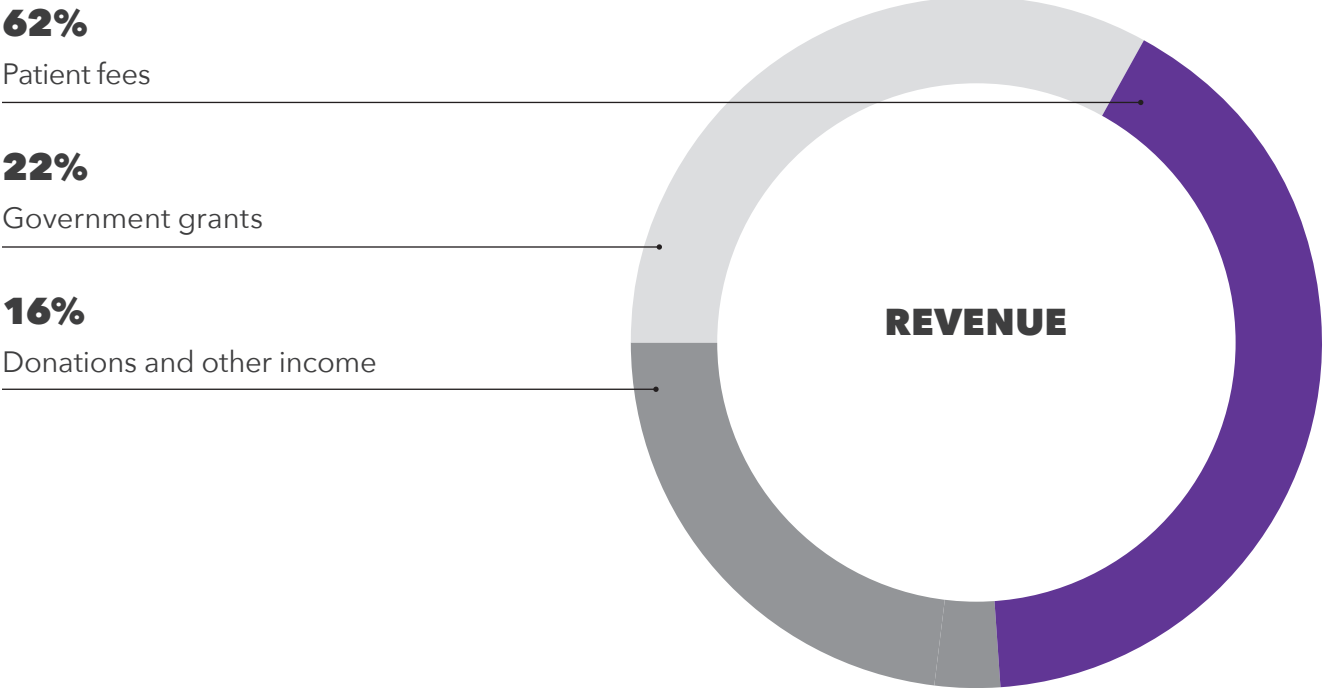
Patient fees	\$3,964,446
Donations and other income	994,420
Government grant	1,409,664
Total Revenue	\$6,368,530

2016 Expenses

Patient services	\$4,242,886
Management and general	1,236,144
Education, outreach and advocacy	472,690
Fundraising and events	312,929
Total Expenses	\$6,264,649



COMBINED REVENUE AND EXPENSES



09

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Thank you to the following donors who made gifts in 2016 to generously support the mission of Upper Hudson Planned Parenthood, which enabled us to continue our vital work in our four-county region.

Every attempt has been made to ensure accuracy in the donor lists. However, in compiling such a list, omissions and misspellings sometimes occur. Please advise us of any errors by emailing molly@uhpp.org.

\$10,000+

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\$5,000 - \$9,999

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			*Deceased		

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\$250 - \$499

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