

HERE FOR A REASON

Upper Hudson
Planned Parenthood
2021 Annual Report



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Last year was a year like no other.
As the COVID-19 pandemic continued,
Planned Parenthood remained
committed to the communities we
serve. As patients delayed getting some
kinds of care, we were here with the
care that couldn't wait. And not just in
our health centers – we were here,

in every pocket, in the palm of every hand, wherever and whenever people needed us. Because during a year like no other, we had to provide care and education in new ways, and protect access to care more fiercely than ever before.

We're here, for a reason. You.

Message from Our Leadership

Who are we going to be?

This is the question we've been asking ourselves, as nationwide abortion rights under *Roe v. Wade* are dismantled. And the answer to that question comes from Planned Parenthood's mission of providing care and fighting for everyone's right to access it, no matter what. The work doesn't change.

As we look to the future, Upper Hudson Planned Parenthood will continue to work to **ensure access to care for everyone we can, everywhere we can, in every way we can.**

2021 was another difficult and challenging year. We all held our breath since the appointment of Justices Gorsuch, Kavanaugh, and Barrett, whose extreme views on abortion posed a threat to *Roe*. We knew we would be exactly where we are today. And yet, it still feels unreal. It's unreal that the right to a safe and legal abortion now depends on a person's ZIP Code.



Chelly Hegan
President/CEO
Upper Hudson Planned
Parenthood



Deanne Braveman
Board Chair
Upper Hudson
Planned Parenthood

Certainly, we are grateful for what we were able to do here in New York in passing the Reproductive Health Act in 2019. But this is a small comfort when we imagine what people are going through in other states around the country. All we can do, right now, is make sure that we are as strong as we can be and ready to serve.

Upper Hudson Planned Parenthood has continued to thrive as a small and strong affiliate. We continue to offer our much-needed services as a community-based provider of essential care, including abortion. This past year, despite the pandemic, shortages of health care workers, and the overwhelming emotional toll this has taken on all of us, we provided more than 16,000 visits at our three health centers. We provided abortion and birth control, cancer screenings, STI testing and treatment, mental health counseling, social support, and gender-affirming hormone services.

The years ahead will be full of uncertainty and hardships – for Planned Parenthood patients, providers, staff, and the movement for reproductive health, rights, and justice. But one thing is certain: We will not back down.

Planned Parenthood is here for care. Planned Parenthood health centers will continue to provide that care as best they can. And we will keep fighting to ensure that all people have access to the health care and education they need to control their body and their future.

We are here for a reason.

Health Care



Health Care

The ongoing COVID-19 pandemic meant that many patients had to put off getting care to avoid exposing themselves and their loved ones to the deadly virus. Upper Hudson Planned Parenthood is working every day to be part of the solution – to ensure that people have the care they need, wherever they are.



HEALTH CARE BY THE NUMBERS



16,718
visits



11,461
birth control services



20,841
tests and treatments for STIs



1,614
pap tests and breast exams



1,267
wellness counseling sessions

TELEHEALTH / TECHNOLOGY

2,151

telehealth appointments

1,832

telehealth patients

6,595 appointments booked online



Planned
Parenthood has
joined the call.



**CLICK here to book an
appointment!**



Planned
Parenthood has
joined the call.



**CLICK here to book an
appointment!**

**Get your
prescriptions
and refills
with telehealth.**

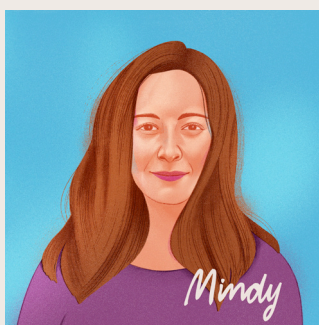
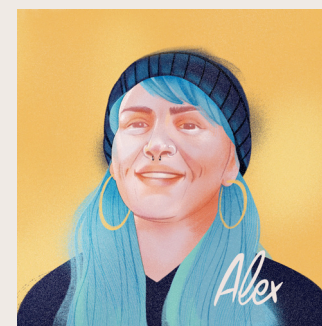
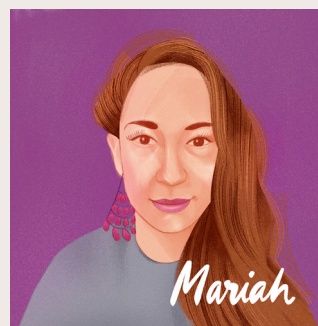
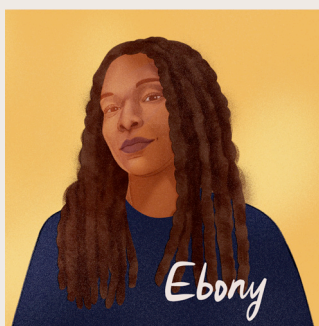


ABORTION

Upper Hudson Planned Parenthood works to expand abortion access in our community, preparing for those who need us from around the state and around the country. In 2021, UHPP expanded abortion access in our new Troy Health Center by offering medication abortion five days per week and in-clinic abortion four days per month, and an expansion of abortion services to the gestational age of 17 weeks six days.

939

abortions provided in Troy



Illustrated patient graphics by Eugenia Mello

SERVICES

Behavioral Health

Through our Behavioral Health and Wellness Counseling program, UHPP improves the overall well-being of our patients through an innovative and collaborative solution. As the sole health care provider for more than 60 percent of our patients (as self-identified at the time of their visit), UHPP is perfectly positioned to assist patients accessing community resources for immediate basic needs, as well as initiating behavioral health care while identifying more advanced, comprehensive care in the community. In 2021, we had 1,267 behavioral health visits.

With help and training from the New York State Department of Health, UHPP expanded our services to offer the diagnosis and treatment of syphilis in spring 2021. As part of a grant through Planned Parenthood Federation of America, UHPP also expanded our marketing efforts in both English and Spanish to encourage STI testing in our community. The campaign included bus advertising as well as online ads, including Connected TV, geoFencing, cross screen video, Facebook, Instagram, and YouTube. During the campaign, UHPP saw a 41 percent increase in STI testing appointment requests and an increase of 68 percent in syphilis testing.



Education



Education

During the COVID-19 pandemic, disruptions to the education system meant sex education also looked different – and getting it to people who need it is more important as ever. From questions about how to build healthy and fulfilling relationships during isolation, to resources for parents as their kids learned from home, Planned Parenthood is there to make sure people across the country and world still get the information and skills they need, now and into the future.



Despite limited opportunities for in-person sex education, UHPP's Sexual Health Educators reached 2,903 people this year.

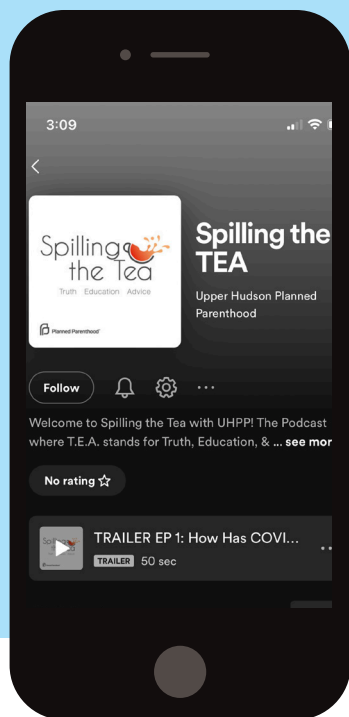
Education programs reached **712** participants

Training programs in **29** locations

Virtual outreach reached **2,191** participants

Mission Accomplished: Sparklite

Mission Accomplished Transition Services (MATS) continued its work in 2021, reaching young entrepreneurs. MATS recruited mentors and business advisors to serve as additional support for the students in its Events Specialist Program. Mentors were assigned to students based on their career goals and interests. Business advisors were assigned based on the roles the students applied for in Sparklite, the social enterprise that the students run throughout the program.



PODCAST SPILLING THE TEA

UHPP's Education team continued the podcast series titled "Spilling the TEA...Truth. Education. Advice." The podcast is hosted by two of UHPP's Sexual Health Educators, who work together to create and release episodes on topics ranging from "Contraception Inception" to "Tech Talk: How Has Technology Affected Sexual Health?" You can listen wherever you get your podcasts.

EXPANSION

NEW YORK STATE EDUCATION GRANT

The New York State Education Department has awarded Upper Hudson Planned Parenthood and Mission Accomplished Transition Services (MATS) a five-year \$1.75 million grant to provide after-school programming. UHPP, in collaboration with MATS, will offer multifaceted programming to high-risk school districts within Albany and Rensselaer counties. Minority, economically, and socially disadvantaged students will engage in social entrepreneurial, emotional, reproductive, and social justice-based enrichment opportunities designed to address violence prevention. Students will be engaged in a minimum of six hours per week for the duration of the school year. UHPP will expand our Education team to add a new full-time Sexual Health Educator and a part-time Program Assistant, and MATS will hire two full-time and one part-time staff members.

"We are ecstatic to have the opportunity to engage our local school districts while continuing to cultivate our growing relationship with Coach Carmen and Mission Accomplished," says Zanetta Graham, Vice President of Education at UHPP.

Protecting Access for All



Protecting Access for All



Artwork copyright Shepard Fairey & Obey Giant

Planned Parenthood patients faced an increasingly hostile environment as they tried to access sexual and reproductive health care, including abortion care. As Upper Hudson Planned Parenthood health centers continue to provide the care all people deserve, we are also dedicated to protecting access to that care through advocacy and cultural change efforts.

UHPP joined the 2021 Virtual Day of Action with Planned Parenthood Empire State Acts. More than 65 volunteers, supporters, and staff joined with advocates from across New York State to lobby our representatives on passing the Equal Rights Amendment and comprehensive sex education as well as increased funding for sexual and reproductive health.



LUNCH AND LEARN

Since we had been unable to come together in person in 2021, UHPP continued our series called “Lunch and Learn” to dig into topics related to Planned Parenthood, with a focus on reproductive health, rights, and justice. This year, our series covered topics such as the Planned Parenthood statewide agenda and virtual lobby training, the Equal Rights Amendment, voting reform in New York, COVID-19 vaccine, sex education, and more.

ABORTION JUSTICE RALLY

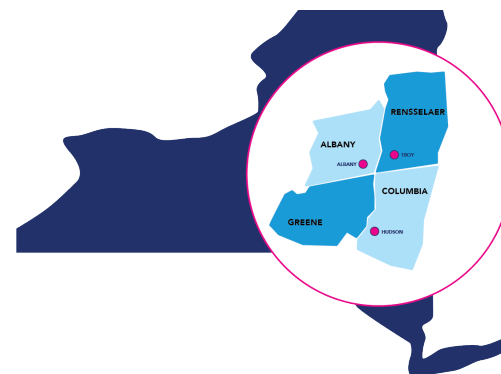
In October, UHPP joined with supporters, patients, volunteers, local elected officials, advocates, and community partners as part of the Women’s March: Rally for Abortion Justice to protest abortion bans in Texas. The nationwide event joined 90 community organizations in all 50 states.

CAPITAL campaign

UHPP launched our Capital Campaign in 2018, with a bold goal of raising \$7.2 million to relocate our Hudson and Troy health centers and establish a Patient Access Fund to provide exceptional care to all who need it, both now and into the future. Three years later, we were in the final stretch of this campaign, with just \$1 million left to raise. As of summer 2022, we have completed the campaign!

COUNTY OPEN HOUSES

In 2021, UHPP hosted four virtual open houses in all of the counties we serve, with a specific focus on the reproductive health care options for their residents. The events included opportunities to discuss issues with our Education and Public Affairs staff and guests from partner organizations, including Greene County Family Planning.





302 Leadership Circle members

\$642,113 funds raised from major donors

40 planned gifts

\$724,992 grant funds raised



EVENT HIGHLIGHTS

In 2021, we gathered virtually on January 25 for our **Roe v. Wade Celebration of Choice**. 2021 marked the 48th (and final) anniversary of Roe v. Wade and the second anniversary of the New York State Reproductive Health Act. We were thrilled to be joined by the then-Lieutenant Governor of New York and listen in on a candid conversation between her and Liz Benjamin, our 2016 recipient of the Nellie Bly Award for Journalism. Governor Hochul's unwavering support protecting abortion and access to reproductive and sexual health care makes her one of our strongest partners and allies.

Abortion Access: What Happens When You're Turned Away: UHPP hosted its 2021 Leadership Circle event as a virtual conversation about abortion access and the effects of unwanted pregnancy on women's lives with Dr. Diana Greene Foster. Dr. Foster's book, *The Turnaway Study*, examined the mental health, physical health, and socioeconomic consequences of receiving an abortion compared to carrying an unwanted pregnancy to term. More than 100 people participated in this event.

Financial Data





Breakdown of Medical Services

STI Testing & Treatment 20,841

HIV tests	3,628
PrEP or PEP	126
STI treatments	551

Contraceptive Services 11,461

Reversible contraception clients	1,296
Emergency contraception kits	2,110
Male contraception visits	1,815

Cancer Screenings & Prevention 1,732

Breast care	801
Pap tests	813
HPV vaccinations	118

Other Health Services 20,939

Transgender services	1,428
Behavioral health visits	1,267
Screenings for depression and anxiety	15,451
Miscarriage care	2,793

Abortion Services 2,513

Abortion procedures	2,513
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Upper Hudson Planned Parenthood

Financial Data

REVENUE & EXPENSES

2021

Revenue

\$8,262,277

Revenue from services	\$3,950,207
State and county grants	\$1,485,166
Contributions	\$1,252,351
Miscellaneous income	\$1,163,303
Net assets released from restrictions	\$411,250

2021

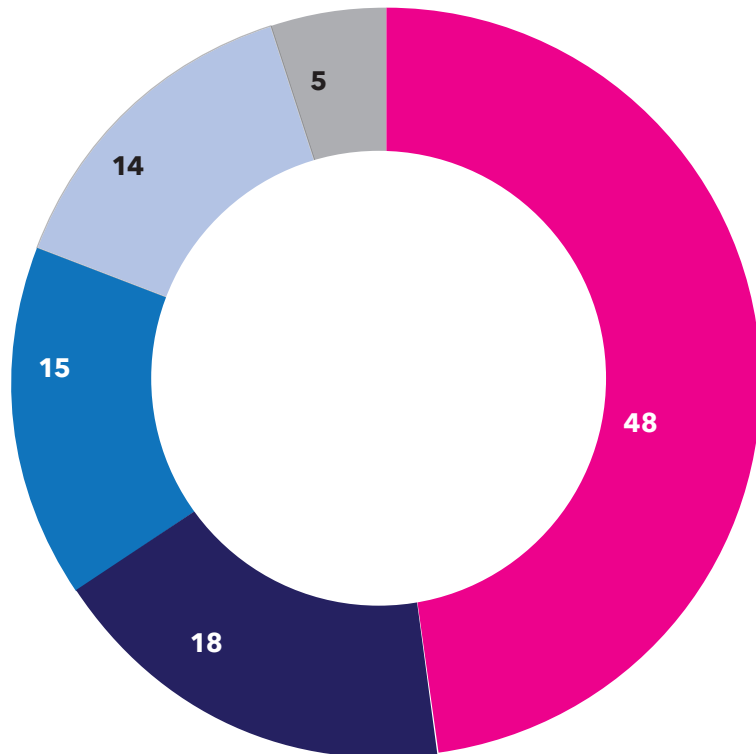
Expenses

\$8,041,285

Patient services	\$5,430,269
Management and general	\$1,273,767
Education, public affairs, and outreach	\$799,852
Fundraising and events	\$537,397

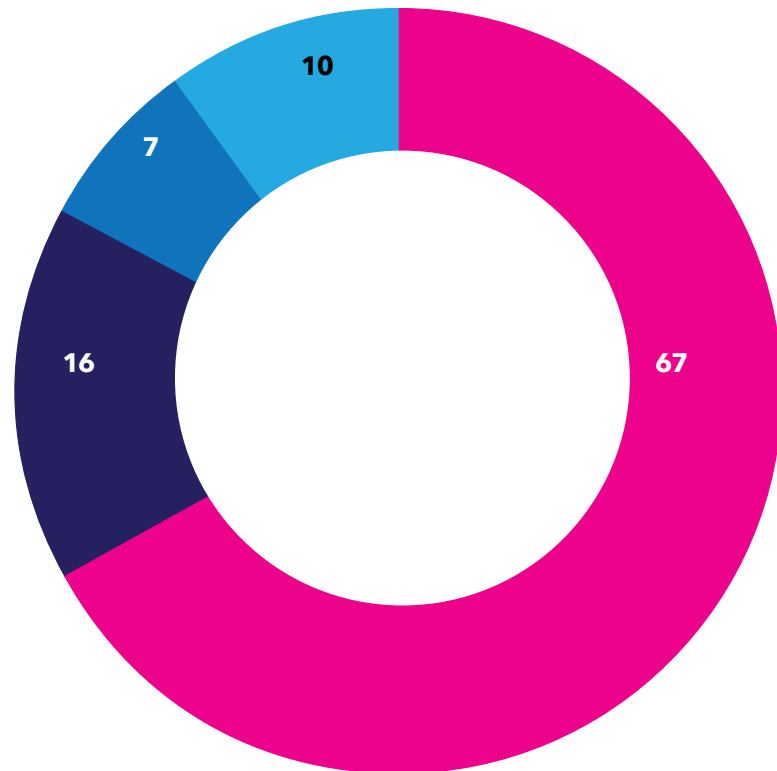
COMBINED REVENUE AND EXPENSES BY PERCENTAGE

REVENUE
by percentage



- Revenue from services
- State and county grants
- Contributions
- Miscellaneous income
- Net assets released from restrictions

EXPENSES
by percentage



- Patient services
- Management and general
- Education, public affairs, and outreach
- Fundraising and events

Upper Hudson Planned Parenthood on Social Media

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 Board of Directors

Upper Hudson Planned Parenthood 2021 Board of Directors

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