



2017 ANNUAL REPORT UPPER HUDSON PLANNED PARENTHOOD

**The world would be a better
place if people cared more
and judged less.**



UPPER HUDSON PLANNED PARENTHOOD

ALBANY

Albany Health Center and Administrative Offices
855 Central Avenue
Albany, NY 12206

TROY

Troy Health Center
Hendrick Hudson Building
200 Broadway
Troy, NY 12180

HUDSON

Hudson Health Center
190 Fairview Avenue
Hudson, NY 12534

The mission of Upper
Hudson Planned Parenthood
is to promote healthy
sexuality and reproductive
choice through exceptional
services, honest education
and fearless advocacy.





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2017 UHPP BOARD OF DIRECTORS

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DEAR FRIENDS,

This year, we bring you our annual report with a mix of emotions. 2017 was a year that many of us will never forget. While so many attacks were leveled at women, people of color, immigrants, the disadvantaged and marginalized, people everywhere have joined together to get active, engage and demand change. School shootings prompted powerful young people to make us aware that things must change, and the youngest voters are determined to make that happen.

At Planned Parenthood, we saw bills that threatened to take health care away from millions of Americans and a constant threat to defund our health centers. With a political climate set on chipping away at our rights to make decisions about our bodies, planning our families and where we go for our health care, what came next was so humbling and heartwarming. YOU showed up, YOU fought back and YOU supported Upper Hudson Planned Parenthood. YOU helped make us strong!

2017 presented incredibly tough challenges for Planned Parenthoods across the country. Supporters like you made all the difference. As many of us know, we live in a community like no other. The Capital Region has been supportive, engaged and generous with Upper Hudson Planned Parenthood and we are so grateful.

Upper Hudson Planned Parenthood saw amazing support and growth in 2017. We had more engaged activists than ever before and nearly twice as many people came to our health centers for services than in 2016. We expanded hours, added services and began education programs in nearly twice as many schools.

Please take the time to look through this year's report. We could not have done it without you!



Chelly Hegan

PRESIDENT & CEO



Deborah Blackburn Shakotko

2018 CHAIR, BOARD OF DIRECTORS



Building Our Power

ENGAGING YOUTH

Planned Parenthood Generation (PPGen) is our campus advocacy group at the University at Albany. Members work on outreach, advocacy and policy change on campus. PPGen's membership grew to over 300 in one year and the group has become officially recognized by UAlbany's Student Association. PPGen hosted rallies, fundraisers, panel discussions and film screenings to raise awareness of reproductive health and justice on campus. Their members have spoken at both on campus and UHPP community events. We're proud that these young people are the future of our movement.





EDUCATING OUR COMMUNITY

UHPP hosted a series of six **Teach-ins** in Albany and one in Hudson in 2017 to help inform and engage our activists on topics such as NYS Legislative Agenda, Reproductive Justice, Women Running for Office and Clergy for Choice. We brought in community experts to lead discussions, sit on panels and answer questions from the audience. These events were attended by long-term supporters and those new to advocacy. We were inspired by their commitment.

141

events, rallies and legislative visits in our service areas

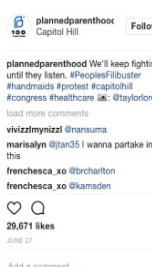


Building Our Power

ADVOCACY IN ACTION

UHPP held rallies with coalition partners in Albany, Troy and Hudson. Highlights included Inaugurate Resistance (Women's March) with Citizen Action; Resist for Reproductive Justice with local grassroots organizers and PPGen; I Stand with Planned Parenthood Rally in Hudson with Columbia County Democrats, IndivisibleNY19 and Hudson Resistance; PINK Out the Night at the Capitol with Planned Parenthood Empire State Acts (PPESA) and Planned Parenthood Mid Hudson Valley (PPMHV) and Rally in the Valley, a three-day festival to support Planned Parenthood organized by volunteers in Columbia County.





CAPITALIZING ON A MOMENT

Twenty volunteers in Albany and 30 volunteers in Washington, D.C., dressed as **handmaids** to protest the sweeping and relentless attacks that threaten women's bodies and reproductive choices. Our efforts caught the attention of national media and our social media posts went viral. Some highlights included a "Brut" video with Elena Lipsiea, handmaid volunteer and PPGen UAlbany President, which had more than 85,000 views, a *Washington Post* live stream at U.S. Capitol that had 321,000 views, BuzzFeed Picture of the Week, Margaret Atwood, author of *The Handmaid's Tale*, retweeted our photos which had more than 4,000 responses.

\$1,455,000

Ad value for Handmaids D.C.



FIGHTING ACA REPEAL

UHPP rallied with coalition partners in Albany, Columbia and Greene counties to discourage Congressman John Faso from voting to repeal the Affordable Care Act. Our tactics included joining Faso Fridays, bird-dogging and lobby visits in the district and in Washington, D.C.

LAUNCHING FRIENDS WITH BENEFITS

Friends with Benefits is a group of dedicated Planned Parenthood supporters fighting for our future. To become a "friend," people sign up and give at least \$5/month. Members get exclusive access to FWB information, events and swag. To date, more than 100 FWB members have signed up, hosting their own events to benefit Planned Parenthood. Events have included Flights for Rights, Ciders for Providers and Pink Party. Each event has an advocacy call to action that includes coloring and mailing postcards to elected officials, signing petitions, registering to vote and registering to attend events.





Expanding Services

LAUNCHING NEW SERVICES

To improve patient engagement, destigmatize behavioral health and addiction care and to provide comprehensive care, UHPP implemented our **Care Coordination** program. Every patient is screened for mental health and substance abuse when they visit, we can now provide additional support as needed.

UHPP began offering **PrEP** (pre-exposure prophylaxis) services to patients who are HIV-negative and may be exposed to the virus in order to reduce their risk of becoming infected. We also offer **PEP** (post-exposure prophylaxis) as an HIV prevention strategy in which HIV-negative people take anti-HIV medications after coming into contact with HIV to reduce their risk of HIV infection.

UHPP proudly launched our **Patient Portal** is a patient-oriented health care website that is secure, confidential and easy to use, and gives patients 24-hour access to their medical information.





TRANSGENDER HEALTH CARE

Transgender services completed a full year of comprehensive transgender hormone therapy and preventive health care services. We provide quality, compassionate care using an informed-consent model for transgender and gender non-conforming patients at all three health centers.

454

visits for transgender services by 126 patients
in 2017



Growing Education

SOCIAL MEDIA

Our **Youth Health Promoters (YHP)** program has continued to grow and thrive. Six YHPs currently conduct enhanced community outreach both online and in person. All YHPs have been trained in UHPP services and engage our target audience with messages about contraception, STIs and healthy relationships. They continue to facilitate Teen Clinic, where they are responsible for educating visitors on topics like confidentiality, UHPP services and accessing health insurance.

This year, our YHPs began working with a Youth Media Specialist to develop technological skills in photography, videography and editing. The YHPs developed understanding of how to craft concise and consistent messaging that resonates with the target audience with a goal of encouraging young people to make an appointment to access care.



379

teens made appointments online





CREATING PARTNERSHIPS

UHPP's education department partnered with the Alliance for Positive Health, Mission Accomplished, WiseBodies and Perfect10 in 2017. Highlights included hiring a full-time Youth Media Outreach Specialist to train at-risk youth as they plan, develop, create, edit, and produce online and social media campaigns that educate the target demographic to have an impact on unplanned pregnancy and sexual health. Group Coaches were hired to work with youth who live in low-income communities, in the foster care system, are homeless and/or stuck in the juvenile justice system to access quality employment and higher education (college or vocational programs). The Education Department expanded Columbia County offering evidence-based programming. We also received funding to collaborate with WiseBodies and Perfect10 to design an original curriculum, a 10-week long program called "In The Know," which targeted teenage girls.

169

middle school program sessions
delivered



Supported for Success

WOMEN'S LEADERSHIP CIRCLE

The **Women's Leadership Circle** (WLC) is a group of incredible women who take a public stand for Planned Parenthood's mission and services by annually contributing \$1,000 (\$500 if under 40) to our work. In 2017, the WLC raised a collective \$190,000+. members have created a strong foundation for our work—their public support, passionate activism and meaningful financial contributions inspire, motivate and sustain us. We celebrated the accomplishments of the WLC—and UHPP more broadly—at our Women's Leadership Circle Luncheon, featuring keynote speaker Michele Goodwin, Ph.D., professor and advocate.





RALLY IN THE VALLEY

Rally in the Valley, a three-day festival in Hudson, shined a bright light on our mission through workshops, events, art and activism. Rally in the Valley represented a new approach to community outreach, with inclusive programming designed to engage and inspire.

\$18,000

raised from the festival to
support UHPP

ONE MILLION STRONG

For the first time in UHPP's history, we raised more than one million dollars. The funds raised go directly to support health services in our four counties and allowed us to expand hours and the services we provide our patients. We had a total of 2,648 donors this year and 46 percent were new donors. We also received support from 76 organizations, foundations and corporations.

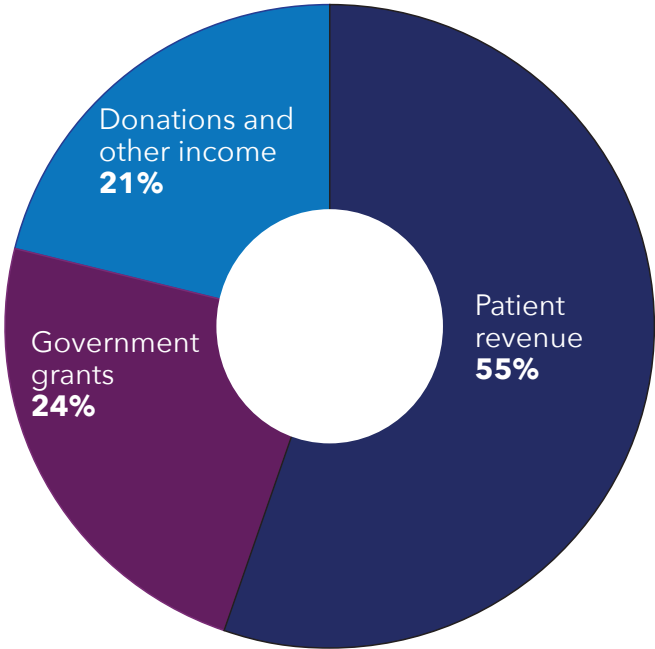
4,452

donations made by 1,100
donors online



Financial Overview

Revenue



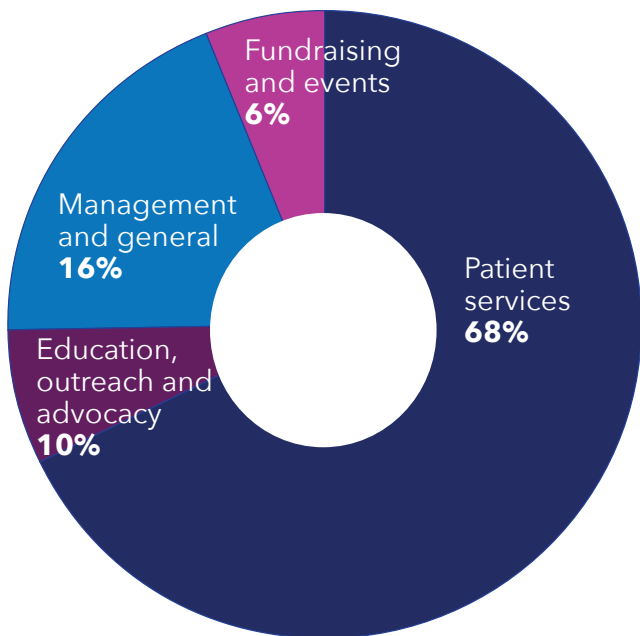
REVENUE

Patient revenue	\$4,098,093
Government grants	\$1,741,835
Donations and other income	\$1,555,365
TOTAL	\$7,395,293



Financial Overview

Expenses



EXPENSES

Patient services	\$4,399,908
Education, outreach and advocacy	\$653,470
Management and general	\$1,004,379
Fundraising and events	\$396,420
TOTAL	\$6,454,177



Demographics

UHPP Patient Breakdown

**Serving: Albany, Columbia, Greene and
Rensselaer counties**

Total Visits	15,881
Total Patients	9,313

Patients by Age

Under 15	<1%
15-19	16%
20-24	31%
25-29	25%
30-34	14%
Over 34	14%

Patients by Level of Poverty

No income reported	10%
100% or less	54%
101%-150%	11%
151%-200	9%
200% or more	16%

Patients By Insurance Type

Medicaid	43%
Commercial	39%
Self-pay (no insurance)	8%
Enrolled at time of visit	10%



Summary of Services

TOTAL PATIENT VISITS

15,881

SUMMARY

CONTRACEPTION - 8,783

STI TESTS - 21,873

CANCER SCREENING AND PREVENTION - 2,078

ABORTION SERVICES - 2,243

PREGNANCY TESTS - 5,191

654

well-woman visits

3,304

HIV tests

1,245

long-acting reversible contraceptives
(Implants and IUC)



Social Media

Upper Hudson Planned Parenthood/PPANYUH



UHPPANY



UHPPANY



TheUHPP

Planned Parenthood Generation Action



PPGenatUAlbany



PPGenatUAlbany



PPGenatUAlbany

Upper Hudson Planned Parenthood Youth Health Promoters



uhppyhp



uhppyhp



omgpp



omgpp



omgpp



1.800.230.PLAN (7526)
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