



Planned Parenthood of Southern New Jersey

Y?

2013 Annual Report

“There are those who look at things the way they are, and ask why...”

why?

FROM THE BOARD CHAIR AND THE PRESIDENT/CEO

It is the primordial question; the question that has spurred humankind through the ages. It is the same question that keeps explorers searching, philosophers pondering and scientists researching. Almost from the time they start talking, children ceaselessly demand to know the answer. The question vexes, even haunts us, throughout our entire lives.

Why?

For many of us, it is the question that gets us going in the morning, and often keeps us up late at night. It is a question which, in some variation, is familiar to all of us in the Planned Parenthood family. *Why does she choose Planned Parenthood as her family planning and health care provider? Why does he go to Planned Parenthood to be tested for a sexually transmitted disease? Why do I choose to work at Planned Parenthood? What makes him offer his time to serve on the board, or her to come in each week to volunteer? Why should we support this organization?*

Why is Planned Parenthood of Southern New Jersey so important?

Experience. Planned Parenthood of Southern New Jersey has been serving the Greater Camden area for nearly *eighty* years, expanding to cover the tri-county region of Camden, Burlington and Atlantic counties. During all of that time, we have been the leading, if not the *only* source of family planning medical care and education. Our longevity alone qualifies us as the leader in reproductive health care in our communities.

Accessibility. Teen pregnancy, infant mortality, and lack of access to family planning pose real problems to public health. Unplanned pregnancies can often interrupt or prematurely end educational and job opportunities, fostering a cycle of poverty. Likewise, every woman deserves the benefit of breast and pelvic screenings for early detection of cancer. Women depend on us for access to excellent gynecological care. We remain committed to providing that high quality, compassionate and personal care – *no matter what*.

Why PPSNJ?

I dream of things that never were, and ask 'why not?'

Robert F. Kennedy

Advocacy. We believe it is the fundamental right of individuals and families to make informed and responsible choices about their personal health and reproductive decision-making, and we are committed to advancing those rights.

These are but a few of the reasons why we believe Planned Parenthood of Southern New Jersey is so vital to this community. Inside the pages of this annual report, you will read why it is so important to our stakeholders, as well. As we chart a course through the challenging and ever-changing landscape of healthcare in this country, we are often faced with the question of “Why?” The answer always comes back the same: *because the need is there, and because it is the right thing to do.*

Our hope is that this annual report will do more than simply provide the reader with answers. We want to inspire you, to leave you wanting more. We want to raise *new* questions, inspire *new* ideas, and perhaps, *new* ways of thinking about us.

And we’d like to leave you with this thought. Instead of asking yourself “Why PPSNJ?,” try asking it another way - “Why not?”

On behalf of our entire organization, we thank each of you for your ongoing financial support and loyalty. We are stronger when you stand with us.

Much appreciation, always.



G. Lynn Brown
President / CEO



Clarence H. Bagwell
Board Chair

So MANY reasons why!

MEDICAL

There is perhaps no stronger argument for why we provide the type of quality reproductive healthcare services that is our hallmark than the fact that the need is there. Last year we served 8,135 patients, who made over 15,000 visits to six health centers. That is a nearly 6% increase over the previous year. We understand that there is a link between unintended pregnancies, and the cycle of poverty that plagues the two urban hubs in our service area, Camden and Atlantic City. That's why PPSNJ offers a full complement of family planning medical care. We also provide breast and pelvic exams because early detection is the surest way to prevent certain types of cancer; testing and treatment for sexually-transmitted diseases, because individuals with STDs are also at greater risk for contracting HIV; and expanded HIV prevention efforts in Atlantic City and Camden because of the high rates of infection there.

That is why we do what we do. Every day. Care. No matter what.



“I can really talk to my provider. I trust her.”



“Family planning is my responsibility, too!”

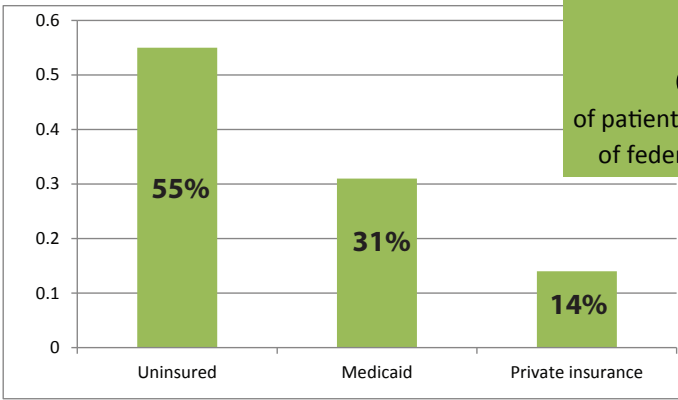
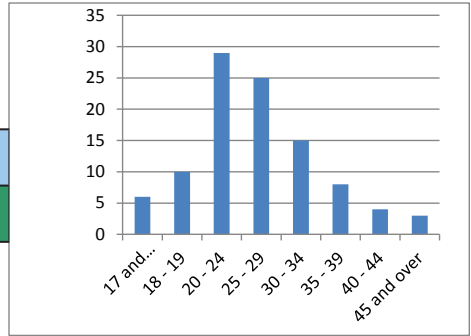


“...I just started a new job...I can't afford to have a baby right now.”

Medical

by the numbers

Female	7524	93%
Male	611	7%



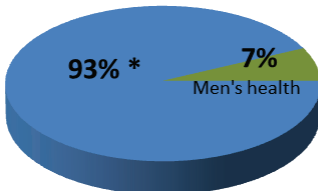
85%
of patients fall at or below 150% of federal poverty guidelines.

Camden	48%
Edgewater Park	16%
Bellmawr	18%
Atlantic County*	18%

*Atlantic City, Hammonton & Richard Stockton College

MEDICAL SERVICES

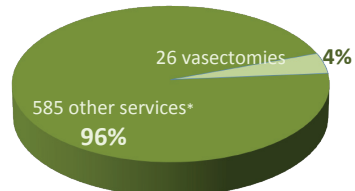
8,135 unduplicated patients
15,450 medical visits



* Contraception, gynecological exams, cancer screenings, pregnancy tests/options, STD screenings/treatment, HIV testing

MEN'S HEALTH SERVICES

Total - 611 unduplicated patients



* STD screening/treatment, HIV testing, HPV vaccine, contraception, counseling

EDUCATION TRAINING

It used to be said that the “three Rs – reading, ‘riting, and ‘rithmetic” – formed the foundation of traditional education. At PPSNJ, we take our role of educating and training very seriously. Our “three Rs” – **Respect**, **Responsibility** and the **Right** to make informed choices about sexuality and reproductive health – form the bulwark of PPSNJ’s education and training programs. Last year our educators reached over 8,000 individuals – in schools, faith-based settings, youth organizations, social service agencies, detention centers, substance abuse centers and more – with the same basic message of responsibility and good health care. By providing people with medically accurate, age-appropriate information, we give them the information they will need to reduce the number of unintended pregnancies, reduce the number of sexually transmitted diseases, and increase their understanding of the complex nature of relationships. Healthy and informed individuals lead to healthier relationships and families, which is the basis for stronger, healthier communities.

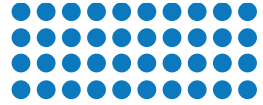
“...because my son’s growing up – I want him to learn the dating rules, starting with respect!”



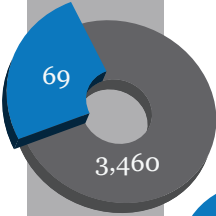
“...I want a family.... someday, but not NOW!”



“...because I want to be a better father.”

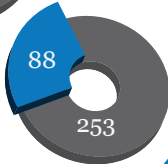


PROGRAMS
PARTICIPANTS

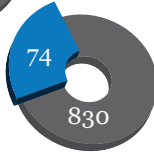


Schools

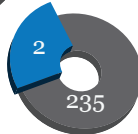
PROFESSIONAL TRAINING
179
Participants



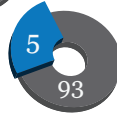
Affiliate Location



Detention/ Probation



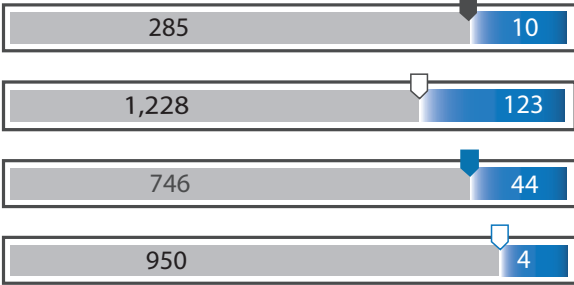
Substance Abuse



Other

Community-Based Organizations

Faith-based
Youth-based
Social Service
Civic / Business



ADVOCACY

PPSNJ stands for the right of every individual to receive high quality comprehensive reproductive healthcare, in a respectful, compassionate and confidential setting. Advocating public policies which guarantee reproductive health services, and educating lawmakers to protect those services is paramount. The Affordable Care Act (ACA) mandates that for the first time in history, women must have access to family planning. In 2013, our advocacy efforts focused on education and implementation of the new healthcare law. We reached over 2,000 individuals through community outreach events; partnered with **Project Hope** and joined in the **Camden Coalition of Healthcare Providers** to facilitate ACA education and enrollment; partnered with **Enroll America** to conduct phone banks; and participated in over ninety hours of ACA trainings sponsored by the **Center for Medicare and Medicaid Services**, Title X Region II, **The National Institute for Health Care Management Foundation (NIHCM)**, **Planned Parenthood Federation of America** and the **Family Planning National Training Center**.



...because it's MY BODY!



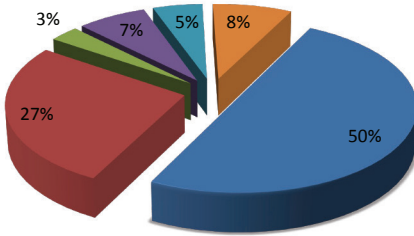
'...because I have daughters!'



'...because I want my granddaughter to have choices that I didn't.'

FINANCIAL PICTURE

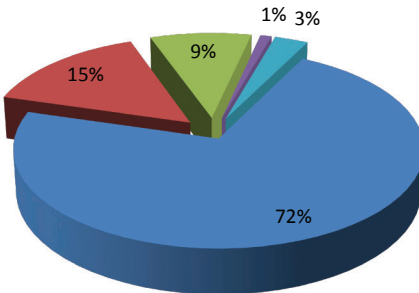
INCOME



- Government Contracts
- Patient Fees, Medicaid & Insurance
- United Way
- Contributions & Events
- Foundations
- Miscellaneous Income, Investments, In-Kind

\$ 3,453,341*

EXPENDITURES



- Medical Services
- Education & Training
- Management / General
- Advocacy
- Fundraising

\$ 3,585,837*

*Unaudited figures
 Deficit: 6% reduction during federal sequestration; infrastructure upgrades

Auditor: Tait | Weller
 Certified Public Accountants

LEADERSHIP

Board of Trustees

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Rebecca Silver.....Walter Trommelen.....Rev. Calvin Woods....

G. Lynn Brown, *President / CEO*

I serve because...

“...we must continue to provide quality, respectful care to our underserved, economically-challenged communities.” *Shirley Brooks*

“...women should have the right to make decisions about their own bodies, lives and future.” *Patricia Cook*

“...I feel every woman, rich or poor, should be in control of her body and life.” *Janet Miller*

“...I believe profoundly in empowering women to make their own reproductive decisions.” *Margaret Marsh*

“...as a public health professional, I strongly believe family planning is integral to improving public health.” *Jung H. Cho*

Affiliate Medical Committee

William Sharrar, MD, *Chair*.....Phillip Aronow, MD.....
Robert Atkins, BSN, Ph. DWarren I. Brandwine, DO.....
Jung H. Cho, DPH, MPH, DVM.....Valeria Henderson, R. Ph.....
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Janet D. Miller, R. Ph.....Mildred McCaskill, RN, NPC.....
Howard F. Shivers, MD...Lorraine Tulman, DNSc, RN....Leah Ziskin, MD
Lennard R. Gildiner, MD, *Medical Director*

I serve because...

“...I am passionate about the cause!” *Rebecca Silver*

“...because I care about the women and men who need affordable health care in our community.”
Jean Shivers

“...family planning is critical to ensure that our children are loved and supported by parents who can nurture them. It’s needed to break the cycle of poverty.” *James Klein*

“...it is the right thing to do.” *Stephanie Fisher*

Management

G. Lynn Brown, *President / CEO*
Joyce Kurzweil, *Executive Vice President*
Deborah Schlater, *Vice President of Health Services*
Deidre Greggs, *Chief Financial Officer*
Shawn Gibson, *Director of Operations*
Joyce Lappin, *Director of Marketing & Social Media*
Maritza Ortiz, *Vice President for Billing and Revenue Cycle*
Elaine Piontkowski, *Director of Human Resources*
David Rumsey, *Director of Development*

Serving Camden, Burlington and Atlantic Counties

WHY NOT?

...SUPPORT Planned Parenthood of Southern New Jersey with a tax deductible gift, or by including us in your personal estate plan. Make a bequest, or name PPSNJ as a beneficiary on your retirement account, insurance policy, bank or investment accounts, charitable gift annuity or other planned giving options. There are nearly as many ways to support us as there are reasons why you should. Contact our Development Office to find out which option best fits into your financial planning objectives.

Planned Parenthood® of Southern New Jersey
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