

2013
2014

Care.
No matter what.



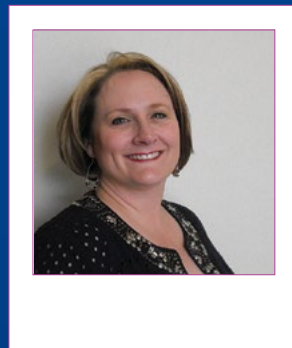
Planned Parenthood Keystone

Annual Report Fiscal Year 2014



Alex Reber

Alex Reber
Board Chair



Kim Custer

Kim Custer
President/CEO

Care.

The mission of Planned Parenthood Keystone is to provide and promote access to the essential health care services and comprehensive education people need to live healthy lives and build strong communities.

Care. No matter what.

A Message from the Board Chair and President/CEO

As we reflect on fiscal year 2014, one thing is very clear - our accomplishments would not be possible without you. Because of your support, Planned Parenthood Keystone continues to help people live healthy lives and build strong communities - no matter what. Throughout the year, our medical centers and education programs served over 50,000 women, men, and young people throughout the 37 counties we serve in Pennsylvania.

Your generosity has enabled us to continue strategic initiatives while also navigating a new health care environment resulting from the Affordable Care Act. The annual report provides some of the highlights from the past year.

All 16 of our medical centers went live on electronic health records (EHR) - in a span of nine months! Our staff embraced this new technology (paperless records) and every patient, nearly 40,000 individuals, is benefiting from this upgrade. We moved our Easton medical center to a more patient-friendly location and increased access to our medical services at this site by adding medication abortion. In addition, we have focused on meeting our patients where they are - online - by rolling out online appointment scheduling and access to their medical records through our patient portal. All of these strategic initiatives ultimately impact the women, men, and young people who turn to us for care.

Care that many of our patients are now accessing because of their new insurance. With the roll-out of the Affordable Care Act, our public affairs staff was on the front lines educating and enrolling our patients for insurance. In your local community we expanded our reach even further, by providing nearly 12,000 individuals with comprehensive sexuality education. Our educators were in high schools, colleges, treatment facilities, community, and faith based organizations ensuring healthy communities.

With your support, we can and have weathered any challenge, especially this last fiscal year. We lean on you as we begin a new year. We are ready to embrace the challenges ahead and hope you share our pride as you read this fiscal year 2014 annual report. Thank you for standing with Planned Parenthood Keystone - our achievements are yours and we could not do it without you.

Planned Parenthood Keystone Board of Directors FY 2015

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Martin Siegel, *Dauphin*
Shaleeta Washington, *York*
John Watkins, *Berks*

From Our Patients.....

"This place is wonderful - it's such a great resource for the community. The people at Planned Parenthood are so caring about your health. Not to mention that for my annual preventative health care, there was no waiting list like my former OB/GYN. The clinician was one of the nicest human beings I've ever met. She genuinely cares for her patients and was very knowledgeable.

Thank you Planned Parenthood for being there for me!"

Maria, age 28



We're here for our patients. No matter what.

35,200 Female

4,350 Male

39,550 Total Unduplicated Patients

61,514 STD Tests and Treatment

8,164 HIV/AIDS Tests

12,059 Pregnancy Tests

148 Colposcopy

1,481 Emergency Contraception

4,523 Pap Tests

4,193 Abortion Care Services



39,550 PATIENTS

Medical Services

- Full range of reproductive and sexual health services for women, men, and young people
- For the convenience of our patients, several of our medical centers offer evening and Saturday hours
- Comprehensive contraceptive methods, including Long Acting Reversible Contraception (LARC) such as IUDs and Nexplanon providing reversible contraception for up to ten years
- Offer walk-in, same day, next-day, and scheduled appointments in our medical centers
- Accept most insurance plans, Medicaid, and offer additional discounted services to young people
- Individualized, non-judgmental patient education and care is provided by experienced, caring medical professionals
- Testing and treatment for sexually transmitted diseases (STDs), including Peace of Mind screening for a range of STDs including HIV, Rapid HIV testing, and referrals for follow-up care
- Screening for breast, cervical, and testicular cancer
- Pregnancy testing, all-options education, information, and referrals
- In April, we were one of the first Planned Parenthood affiliates chosen to begin offering medical abortions up to ten weeks (previously offered up to nine weeks)
- Our Allentown and York facilities underwent extensive renovations in order to qualify as Class B Ambulatory Surgical Centers
- Continued work to ensure we meet all regulations and elements of performance required of all Planned Parenthood medical centers
- Our Patient Contact Center answered over 79,000 phone calls during the year, freeing our medical staff to focus on patients in our medical centers

Providing essential health care. No matter what.

Public Affairs & Advocacy

The Public Affairs Department worked to ensure that Pennsylvania women and families have access to affordable, high-quality essential health services, including safe and legal abortion care through community activism and legislative advocacy.

- Backed by over 94,000 supporters committed to Planned Parenthood's mission
- Strengthened by the commitment of nearly 9,800 activists and 32 advocacy volunteers and interns
- Highlighted in 28 pieces of printed local media including robust coverage of the impact of the U.S. Supreme Court's decision in the Hobby Lobby/Conestoga Woods case
- Held leadership positions on numerous boards and community partnerships as a committed community partner to secure equality for PA women and LGBTQA Pennsylvanians, and equity for people of color, immigrants, those who are economically disadvantaged and those living with physical or mental disabilities. These partnerships include:
 - Bucks County Women's Advocacy Coalition
 - Pennsylvanians for Choice
 - Integrated Population Health Coalition in York
- Named a Champion for Coverage by U.S. Department of Health and Human Services and received a Certified Application Counselor Organization Designation from the Centers for Medicare and Medicaid Services due to educating our patients and the community about the new health insurance options due to the Affordable Care Act (ACA)
- Distributed over 10,000 pieces of ACA educational material in PPK's 16 medical centers
- Hosted 28 outreach events with information about new health insurance options
- Provided 692 staff hours for direct patient and community education and ACA enrollment assistance

Advocate. No matter what.



94,766 SUPPORTERS

11,765 PARTICIPANTS

Individuals Reached	Hours	Programs Provided
28	209	CLEAR
10,332	1,038	Community Education & Training
11	24	Girlfriends Club
19	9	On Second Thought
84	88	Rainbow Room
348	236	RESPECT
775	345	Street Smart
59	88	The Curve
109	89	The Spectrum
11,765	2,126	Total



Education & Training

The Education & Training Department serves the community by providing education on a wide variety of topics related to sexuality and reproductive health. We work with schools, colleges, treatment facilities, community organizations, faith based organizations, and many others throughout our service area to deliver high quality and impact programs.

- Provided safe and welcoming LGBTQA (lesbian, gay, bisexual, transgender, queer, questioning, and allies) youth programs in Doylestown, Reading, and York where youth learn, build support networks, and have fun
- Participated in many community coalitions related to sexual health, including a leadership role on the education committee of the statewide initiative aimed at improving adolescent sexual health, the Pennsylvania Partnership for Healthy Youth
- Recognized as leaders in the field through presenting at both statewide and national conferences
- Invited to represent Pennsylvania at the Annual Sex Ed Summit held in Washington, D.C.
- Presented for the fourth year in a row at the National Sex Ed Conference
- Co-sponsored and presented twice at the PA Adolescent Sexual Health Conference
- Published an article on creating safer environments for LGBTQA Youth on The Huffington Post Blog
- Participated in the planning committee and provided presentations at the PA Gay Straight Alliance (GSA) Summit at Dickinson College
- Presented to health educators at the Pennsylvania State Association for Health, PE, Recreation and Dance's Annual Conference
- Presented at the Pennsylvania Association of Drug Court Professionals' Annual Conference

Inform. No matter what.

Development

Thank you to our nearly 1,600 generous donors and 32 foundations. Together you helped raise \$2,756,337 to support our essential health care services, education programs, and access efforts.

Throughout the year you gave through various annual fundraising appeals and special events:

- Pledge-A-Protester (spring's 40 Days for Life and summer's Pledge-A-Protester campaign)
- Sticky Wicket (fall event benefiting Fund For Choice [FFC], a volunteer committee of PPKKey)
- Blue Moon Auction (fall event in Bucks County)
- Jazz Night (fall event in York County)
- Chili Nights (spring event benefiting FFC)
- April Follies (spring event benefiting LGBTQA youth of The Spectrum)
- Spring Speaker Series featuring Alexis McGill Johnson, PPFA Board Chair and the executive director at the American Values Institute, an Institute for America's Future. Events were held in Allentown, Lancaster, and York
- Sing Out Loud And Proud (SOLAP) featuring singer/songwriter Jill Sobule (spring event held in New Hope benefiting our education programs including our LGBTQA efforts)
- The Elephant's Trunk, a consignment shop operated by volunteers in Emmaus for the benefit of Planned Parenthood Keystone, raised nearly \$120,000 to support our services

In FY 2014, PPKKey was the grateful recipient of several large planned giving bequests. Our planned giving program continues to grow each year as more supporters are naming Planned Parenthood Keystone in their estate plans.

The Development Department continued to strengthen our local presence in communities by establishing seven Partnership Councils throughout our affiliate (Berks County, Bucks County, Capital Region, Central Pennsylvania, Lancaster County, Lehigh Valley, and Northeast Pennsylvania).

Over 280 dedicated volunteers donated almost 7,700 hours of time and talent in support of our mission. There are many reasons why you choose to support us, but it is your support that allows us to serve those who need us. Thank you!

Supporting our mission. No matter what.

1,575 DONORS 287 VOLUNTEERS

1,575	Donors	\$2,756,337	Amount Raised
3,866	Gifts	\$398,794	Fundraising Expenses
7,671	Volunteers Hours	14%	Fundraising Expenses as a Percentage



From our young people....

"The Spectrum has given me courage I could never have found on my own."

"Rainbow Room is literally perfect. It's a place where everyone can be real and be accepted as they are. It's such a unique environment and it has helped me so much. It is the highlight of my week and I've learned so much from everyone there. I am so thankful for this program and I feel blessed to have the opportunity to attend every week."

"This is the best place ever. It's a place filled with acceptance and understanding especially uplifting for those who may struggle to get that kind of positivity from people outside of Rainbow Room. Also, I'd like to give a one of a kind shout out to PPKey's staff for helping to make Rainbow Room so fabulous!!!"

"As a result of coming to The Curve I am more confident with my sexuality. I love it here. I have become more confident with my gender identity and made friends."

"Because of coming to meetings, I have increased my positive mental health. I have less anxiety and was finally able to come out to my parents."

Compassion. No matter what.



Planned Parenthood Keystone Fiscal Year 2014 Financial Report

Planned Parenthood Keystone Financial Overview & Patient Demographics

SOURCES OF FUNDS

	Operating Revenue
\$4,413,428	Patient Fees/Direct Billing
\$2,945,358	Government Grants
\$2,756,337	Contributions
\$832,824	Assets Released
\$139,459	Investments
<hr/>	
\$11,087,400	Total

EXPENSES

	Operating Expenses
\$8,892,403	Patient Services
\$385,978	Education
\$398,794	Fundraising
\$205,271	Advocacy
\$1,807,983	Management & General
<hr/>	
\$11,690,429	Total

ETHNICITY OF OUR PATIENTS

	Ethnicity
59%	Caucasian
16%	Latino
13%	African American
9%	Unknown/Other
2%	Multiple Race
1%	Asian
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100%	
39,550	Total Patients Served

AGE OF OUR PATIENTS

	Ages
10%	17 and under
10%	18 - 19
51%	20 - 29
21%	30 - 39
8%	40 +
<hr/>	
100%	
39,550	Total Patients Served

YOUR DONATION

to Planned Parenthood Keystone

do•nate
verb

1. to present as a gift, grant, or contribution; make a donation of, as to a fund or cause.
2. to make a gift, grant, or contribution of something; give; contribute

\$1,000



Sixty hours of age appropriate sexual education for high school students

\$2,500



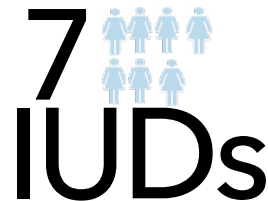
Colposcopy (follow up service for cervical cancer screening) for four women who have had an abnormal Pap test)

\$5,000



Well-Woman exams, including cervical and breast cancer screenings for 36 women

\$10,000



Seven IUDs for low-income women who want to postpone a pregnancy

Planned Parenthood Keystone Board of Directors Fiscal Year 2014

PPKey Board FY14

Karen Robbins, *Bucks Board Chair*

Alex Reber, *Dauphin Board Vice Chair*

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Cathy Stouch, *York Board Treasurer*

Jan Hodges, *Cumberland Board Assistant Treasurer*

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Kim Gronendahl, *Bucks*

Debbie Hutchison, *Bucks*
Carol Johnson, *Bucks*

Steve Koehler, *York*
Allison Meckley, *York*

Shawn Murphy, *Luzerne*
Carleen Myers, *York*

Joan Paxton, *Lancaster*
Marianne Phillips, *Lehigh*

David Rheinheimer, *Monroe*
Sue Savage, *Lancaster*

Martin Siegel, *Dauphin*
Shaleeta Washington, *York*

PPKey Legal Council

Saul Ewing LLP

PPKey Auditors

Tait, Weller, & Baker LLP

Executive Management

Kim Custer
President/Chief Executive Officer

James Anasti, MD
Medical Director

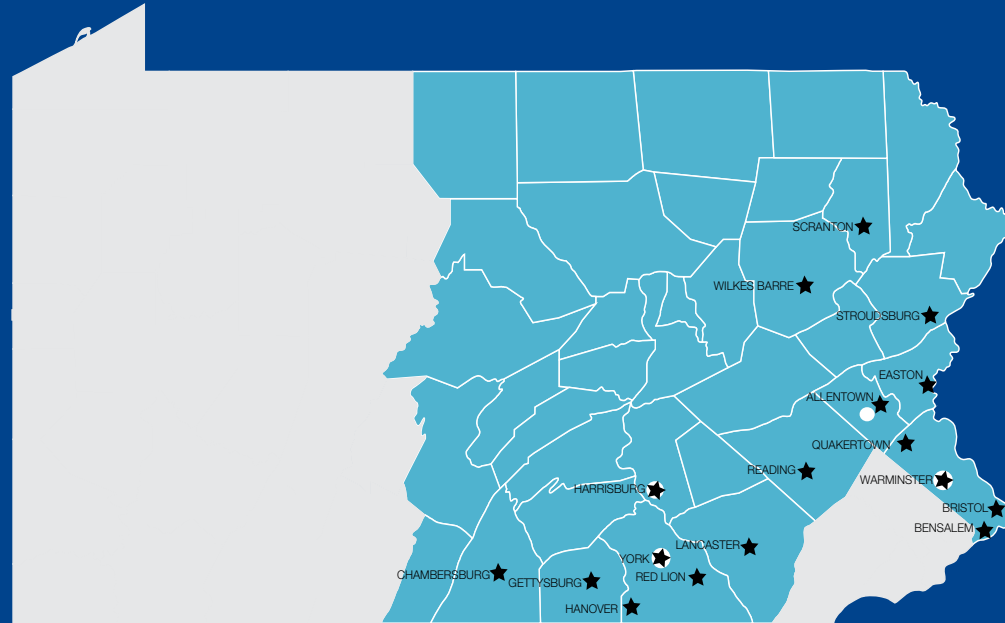
Jill Marino
Chief Performance Officer

John Moeller Jr.
Vice President of External Affairs

Rexann Richardson
Vice President of Finance and Operations

Kate Rosset
Vice President of Medical Services

Tim Wolfgang
Chief Financial Officer



★ MEDICAL CENTERS • ADMINISTRATIVE OFFICES

Allentown
29 North Ninth Street

Bensalem
2185 Galloway Road

Bristol
721 Veteran's Highway

Chambersburg
1854 Wayne Avenue

Easton

2407 Butler Street

Gettysburg
963 Biglerville Road

Harrisburg
1514 North Second Street

Hanover*
Center Square

Lancaster
31 South Lime Street

Quakertown
401 West Broad Street

Reading
48 South Fourth Street

Red Lion
2997 Cape Horn Road

Scranton
316 Penn Avenue

Stroudsburg
28 North Seventh Street

Warminster
610 Louis Drive

Wilkes-Barre
63 North Franklin Street

York
728 South Beaver Street

*Closed June, 2014

Administration Office
P.O. Box 813
Trexlerstown, PA 18087
5920 Hamilton Blvd.
Allentown, PA 18106
610.481.0481

Elephant's Trunk
Consignment Shop
348 Main Street
Emmaus, PA 18049
610.967.6621

800.230.PLAN (7526)
planitpa.org