



**2013-2014
Annual
Report**



Planned Parenthood of Western Pennsylvania

MESSAGE FROM PRESIDENT & CHAIR

Planned Parenthood of Western Pennsylvania (PPWP) has a bold vision where sexual and reproductive health care is a basic human right. And care is more than the services we provide, it is the way we approach our work.

Each day this vision is realized through the provision of health care services, education and advocacy that works to improve the lives of thousands of individuals in western Pennsylvania.



President and CEO Kimberlee Evert
and Board Chair Louanne Baily

PPWP's work continues to be bolstered by thousands of like-minded supporters who recognize the critical benefits that are realized when women have access to affordable contraception, when anyone can receive services that safe-guard reproductive health and when teens can find medically-accurate answers to their sexual health questions.

During our 2013-2014 year, PPWP faced historic changes in the U.S. health care system, an intense political assault on reproductive rights and a widespread demand for the medical services we provide. We responded to these challenges by enhancing our internal operating systems so that we could better maximize resources and increase our organizational capacity.

During this time we transitioned two of our health centers to electronic health records and developed an aggressive implementation plan for our other five sites. We provided broad-based enrollment assistance to our clients and the community - ensuring that the benefits available under the Affordable Care Act are realized for those in need. And we worked to ensure that Planned Parenthood was a participating provider in all of the local insurance options available in the Marketplace.

Our Education Department advanced its comprehensive education programming to include a digitally-interactive evidence-based curriculum utilizing a classroom set of tablets. This program increased access to internet research in the classroom, familiarizing students with reliable online sexual health resources, as well as engaging various online tools and apps created specifically for youth development.

And lastly we successfully completed our "Committed To Care" capital campaign - raising over 1.4 million dollars in support of three critical issues that strengthened our ability to provide comprehensive care to anyone in need.

This all was possible because of supporters like you who generously invested in our organization and advocated tirelessly for reproductive rights and continued access.

On behalf of the thousands of individuals who turned to us for care, we thank you for your commitment to PPWP.

Louanne Baily
Chair, Board of Directors

Kimberlee Evert, M.P.H.
President and CEO

OUR MISSION

To provide high quality reproductive health care services, comprehensive sexuality education, and strategic advocacy.

PPWP believes in the fundamental right of individuals to manage their fertility and reproductive health without regard to income, marital status, race, ethnicity, religion, sexual orientation, gender expression, age, national origin, or residence.

We believe that respect and value for diversity in all aspects of our organization are essential to our well-being and that of our clients.

Electronic Health Records (EHR)

PPWP was able to make the technology upgrades needed in preparation of EHR migration. This included the purchase of stationary and laptop computers that are compatible with the EHR software, the purchase of signature pads and document scanners and the installation of Wi-Fi service at all seven of our health care centers. To date, PPWP has successfully migrated two of our seven health centers from paper records to EHR. This transition has contributed to the following improvements: reduced paperwork, better coordinated patient care, more efficient lab test reporting and fewer prescription errors.

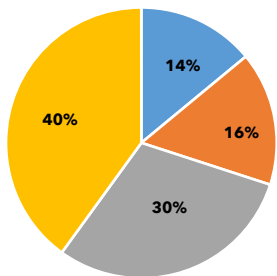
PPWP in the Marketplace

PPWP is a participating provider in 23 insurance plans in western Pennsylvania including plans operating in the Marketplace and in the commercial and Medicaid markets.

Patient Stats

1,255 Male patient visits
18,360 Female patients visits
19,615 Total patient visits

Patient Profile by Fee

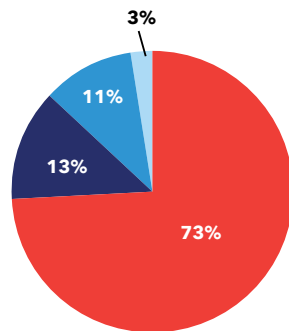


- Reduced fee/ Sliding scale fee
- No fee
- Private insurance
- Medical assistance

Service Stats

1,685 Pap tests
1,846 Breast exams
22,740 STD tests
24,692 Units of birth control dispensed

Birth Control by Type



- Birth control pill packs
- Nuvaring cycles
- Depo injections
- IUDs, implants, and patches

After working to ensure that the Affordable Care Act (ACA) would be a historic advancement for women's health, PPWP made sure its promise was realized in the lives of our patients and their families. The first open enrollment period for health care insurance through the ACA ran from October 1, 2013 through March 31, 2014. Grants from The Pittsburgh Foundation, the Mini Grants Initiative, and Planned Parenthood Federation of America enabled PPWP to provide clients and the community with access to Certified Application Counselors who worked to educate the community about the law and the enrollment process.

Training

Certified Application Counselors (CACs): Four of PPWP's staff members received training and certifications through the Centers for Medicaid and Medicare Services. As a result, PPWP was able to directly assist clients and our community with the enrollment process. This effort was strengthened by community partners who worked throughout our region to provide information on the benefits available in the Marketplace.

The CACs also provided training to our front office staff so they were better informed on the insurance options available in the Marketplace and could help connect our clients with enrollment assistance. In addition, our CACs received training on how to assist individuals in the state-run Compass program.

Reach

- Reached over **20,000** individuals through community events, enrollment activities and direct mailing
- Enrolled **103** individuals in a health insurance plan through the ACA
- Assisted **25** people with the Compass application for public assistance

Community Connections

The CACs made lasting connections with over 30 local groups, which include:

- Greater Pittsburgh Community Food Bank
- YMCA
- Kingdom of Life Church
- Carnegie Library
- Goodwill of Southwestern PA
- Center for Life
- University of Pittsburgh



Sex Ed Got Super Teched in 2013-2014

Digital media pervade all aspects of youth's social lives. Young people create personal profiles on social network sites like Facebook and Instagram, use their cell phones to talk, text and upload videos. These activities have created online environments where young people go to find information. This year, PPWP's Education staff developed creative opportunities using online tools to bring medically accurate sexuality education to teens within these environments.

Classroom Tablets

Through a generous grant, the Education Department received 15 tablets. The tablets increased access to Internet research in the classroom, helping to familiarize students with reliable online sexual health resources.



With use of the tablets, PPWP introduced a Department of Health and Human Services approved digital curriculum in three middle schools. They also digitized the Peer Helpers survey to yield a higher response rate and create greater statistical strength.

It's OK To Ask Someone Text Line

The Education staff began developing a text line for use with the Peer Helpers program that will allow students to use skills they've learned in the program to help their peers in a safe, confidential environment.

"It's OK To Ask Someone" (IOTAS) allows youth to text questions and receive medically accurate, relatable answers within a 24-hour period. Peer Helpers will staff the text line by using a custom mobile app on classroom tablets and personal cell phones. PPWP staff will have oversight of all incoming and outgoing texts to ensure accuracy and appropriateness.



The Education Department received funding from the Forbes Fund and won a runner-up prize from the Pitt Innovation Challenge, allowing for development of Android and Apple versions of the app. The IOTAS pilot launched in February 2015.

Video Production

Staff collaborated with a graduate level health communications class at the University of Pittsburgh to develop relevant videos for use with our curricula:

- *Six Years to Live*: An interview with a woman living with HIV
- *Kid Life*: A panel discussion among a number of young women who had a child or children as a teenager.

Education By the Numbers

A total of **22,841** individuals were reached through PPWP's Education and Outreach activities.

More than **8,300** individuals participated in over **670** community programs and professional training sessions.

In the Schools

- 257** Peer Helpers used their communication skills to encourage self-exploration and responsible decision-making.
- 267** students participated in LifeSkills to learn decision-making techniques, self-esteem enhancement, and effective communication skills.
- 0** Peer Helpers were involved in a pregnancy during the academic year, exceeding the program's pregnancy prevention rate goal of 99%.
- 100%** of eligible Peer Helpers completed high school with many transitioning on to higher education.



Wilksburg High School and CAPA High School Students plant flowers with the Western PA Conservancy.

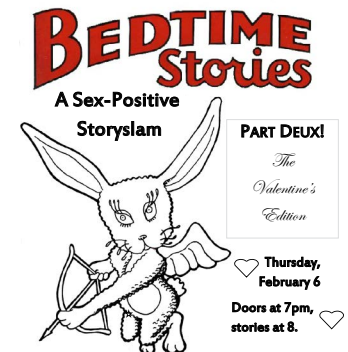


Sto-Rox Middle School students on their reward trip to the Pittsburgh Zoo and Aquarium.

Bedtime Stories

To help reach its technology goals, the Education department developed Bedtime Stories, a storyslam and fundraiser. Participants were asked to share five-minute tales that were sex-positive and true.

Two Bedtime Stories events were held throughout the year. Both took place at Brillbox to a packed house. Local comedian Gab Bonesso emceed.



Health Center Advocacy Program

During the winter, PPWP launched the Health Center Advocacy Program (HCAP) with funding and guidance through Planned Parenthood Federation of America. The program allowed for volunteers to engage and educate patients in PPWP health centers on issues that are integral to Planned Parenthood.

The Affordable Care Act (ACA) was a big focus.



Volunteers helped educate patients about the ACA and even helped some of our uninsured patients set up accounts on the Marketplace. HCAP volunteers logged over 100 hours in the health centers from January through March from the time the program started until the end of open enrollment.

After open enrollment ended in March, HCAP volunteers then focused on educating patients about a package of bills in the state legislature called the Pennsylvania Agenda for Women's Health, which offered certain protections for intimate partner violence victims and expectant mothers, among other things.

Volunteers also collected stories from patients about the patients' experiences with Planned Parenthood.

Patients were given an opportunity to sign up for email updates which provide information on changes in legislation that would limit access to reproductive health care issues. HCAP volunteers signed up over 1,000 new supporters. The HCAP program had over 40 trained volunteers in its first year.

Lobby Day

In April, over 60 advocates traveled from Pittsburgh to the State Capitol in Harrisburg for our annual Lobby Day.

This year's event focused on the Pennsylvania Agenda for Women's Health. Advocates met with legislators to discuss a wide range of protections for women from workplace accommodations for pregnant women to pay equality to increased eligibility for breast and cervical cancer screenings.



Pittsburgh Pride

The Pride March and Fest in June was a unifying experience for the organization. We had a strong showing of staff, volunteers, donors and youth.

Some of the attendees were also more unified than in past years: they were legally married! On May 20, Pennsylvania became the 19th state to legalize same-sex marriage.

Many approached our table to express their support for PPWP and their recognition of the important role we play in the community.



Photo credit: Alicia Romano Photography

Getting Crafty

Our volunteers held a craft night and phone bank to garner support for access to birth control in spirit of the *Burwell v. Hobby Lobby* case.

On June 30, The U.S. Supreme Court ruled against the Affordable Care Act's birth control mandate, deciding that closely-held, for-profit companies are protected by the Religious Freedom Restoration Act, and as such, they have a right to deny contraceptive coverage to their employees.



VOLUNTEER PROGRAM

Our volunteer program significantly grew throughout the year. Whether it was an interest in educating people about the Affordable Care Act, a desire to become a clinic escort—especially after the Supreme Court decision that struck down a Massachusetts’ buffer zone law—or a willingness to do administrative work, people generously gave their time and energy to help PPWP.

Volunteer Appreciation Night

To kick off National Volunteer Appreciation Week in April, PPWP held a volunteer appreciation event.

Board members, donors, and others in the community packed into Lawrenceville’s Allegheny Wine Mixer to celebrate those who have dedicated their time and talents to the organization.

We honored four outstanding volunteers with the following awards (Award winners are pictured above from left to right):



- Amy Callear, Volunteer of the Year Award
- David Green, Eliese Culter Lifetime Achievement Award
- Candess Ward, Student of the Year Award
- Stephen Bufano, Student of the Year Award (not present)

Awardees were nominated and selected by PPWP Board, staff, and volunteers.

Volunteer Opportunities

- Patient Escorting
- Voter Registration
- Community Outreach
- Health Center Advocacy
- Administrative Assistance

To learn more, visit www.pppw.org or contact our Volunteer Coordinator at 412.258.9561 or mritchie@ppwp.org.



Winning Formula

3,000 volunteer hours throughout the year
 x \$21.94 value of a volunteer/ hour
\$65,820 costs saved thanks to our volunteers

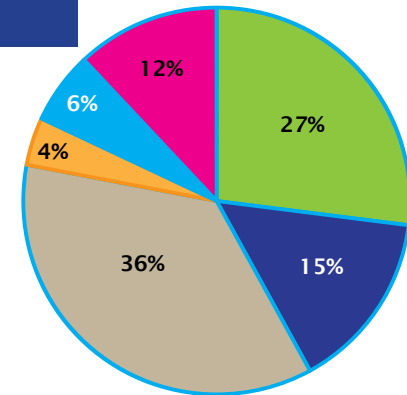
FINANCIALS

Families, grateful clients, foundations and government grants are just some of the many partners who help ensure that PPWP is able to provide access to high-quality preventive health care and sexuality education to all who need it.

We take the utmost care in the stewardship of all donations in order to maximize our impact in the communities we serve. Your investment in PPWP makes all of this possible. Thank you.

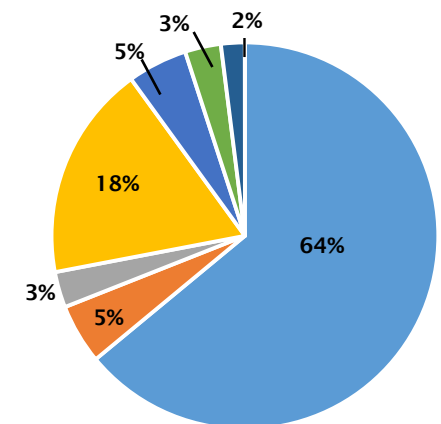
Income

● Patient Fees	1,558,441
● Medicaid Services	894,049
● Contributions	2,095,668
● Contributions: Capital Campaign	229,185
● Government Funding	346,386
● Other Income	715,677
Total	5,839,406



Expenses

Program Services	
● Medical Services	3,769,761
● Education Services	278,026
● Public Education	167,326
Supporting Services	
● Administration	301,740
● Development & Publicity	169,032
● Replenish Reserves	1,063,211
● State & National	90,310
● Affiliation Dues	
Total	5,839,406



2014 Spring Gala

The Spring Gala was held in May at the exquisite Shadyside home of Jim Spencer and Michael Lin.

Elements of the event reflected the night's theme of French Art Deco including the music performed by Etta Cox Duo and COL Jazz Band, food, and flowers by Christine Glabicki of Studio Bella.

The event attracted over 240 guests, raising \$100,000 in support for PPWP.



Top: Gala hosts Jim Spencer and Michael Lin with their daughter Jean Li (photo credit: Caldwell Linker)



Left: Gala's signature drink Kir Royale (photo credit: Bill Wade, Pittsburgh Post-Gazette)

Spellbound: An evening of devilish cocktails

Our Fall Benefit was inspired by the Halloween season. Spellbound, which was held at 5801 Video Lounge and Cafe in Shadyside, offered tricks, treats and surprises in the form of guest bartenders including City Councilman Dan Gilman, comedian Gab Bonesso, cartoonist Rob Rogers and Mayor Peduto.



Cocktails for a Cause

Cocktails for a Cause continued throughout the year, engaging young professionals. We used the happy hour fundraiser to promote such causes as the anniversary of *Roe v. Wade* and National Women's Health Week.

AmazonSmile



PPWP is registered as a charity with AmazonSmile. Amazon makes a donation to PPWP for each qualifying purchase made by any individual who has selected PPWP as a charity of choice.

The amount donated to PPWP doubled with each quarterly disbursement! For individuals, it's an easy way to give money to PPWP without an added cost.

PPWP Remains a Four-Star Charity

PPWP was once again listed as a four-star charity by Charity Navigator, America's largest charity evaluator.



Social Media Stats



1,607

Facebook Likes



190

Twitter Followers

This year PPWP successfully completed the "Committed to Care" capital campaign. Generous support for our capital campaign allowed us to accomplish these three critical initiatives:

1. Compliance with Ambulatory Surgical Centers (ASC) Regulations.

The capital campaign allowed PPWP to successfully meet the needed building modifications required as an Ambulatory Surgical Center. Because of this designation PPWP can continue to provide safe and affordable abortion services.

2. Health Care Reform

PPWP has completed the transition from paper files to electronic health care records in our two downtown centers and the additional five centers will be making the transition in 2015. PPWP centralized its appointments systems to improve access to services, and in early 2015 we will be adding online appointment capabilities.

3. Building Maintenance Fund

PPWP was able to establish a building maintenance fund to ensure that unforeseen capital expenses related to the upkeep of our downtown center don't impact our ability to deliver services. PPWP organized a Building Fund Committee responsible for providing overall direction and approval of expenses identified for this fund. This work is guided by a recently completed Reserve Study that provides PPWP with specific details related to budgeting the long-term building maintenance costs for our downtown office.



Allocation of Capital Campaign Funds

Health Care Reform	\$600,000
ASF Compliance	\$300,000
Building Fund	\$500,000
Total	\$1.4 million

OUR LEADERSHIP

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Chair

Carole Bailey
Vice Chair

James Abraham
Jacob Bacharach
Donna Bauman
Vicki Beatty
Gary Brant
Lynn Cullen
Jamini Vincent Davies
Susan Dobbins
Rebecca Gibbs
Michael Hauser
Carole King
Larry Leahy

Mary Ellen Johnson
Treasurer

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Cynthia Liefeld
Pat Millham
Richard Parsakian
Carolyn Reed
Cathy Reifer
Patricia Schroder
Tim Smith
Phyllis Stevens
James Walker
Stacy Weiss
Karla Villatoro de Friedman
Elaine Zelmanov

Director Emeritus

Gordon D. Fisher
Margie Gilfillan
Dusty Kirk
Sue Liken
Barbara Logan

Eliza Nevin
Karen Oberg
Richard Reed
Theresa Scheetz
Susanne C. Wean

Executive Staff

Kimberlee Evert, M.P.H.
President and CEO

Beth Mautino, C.P.A.
CFO

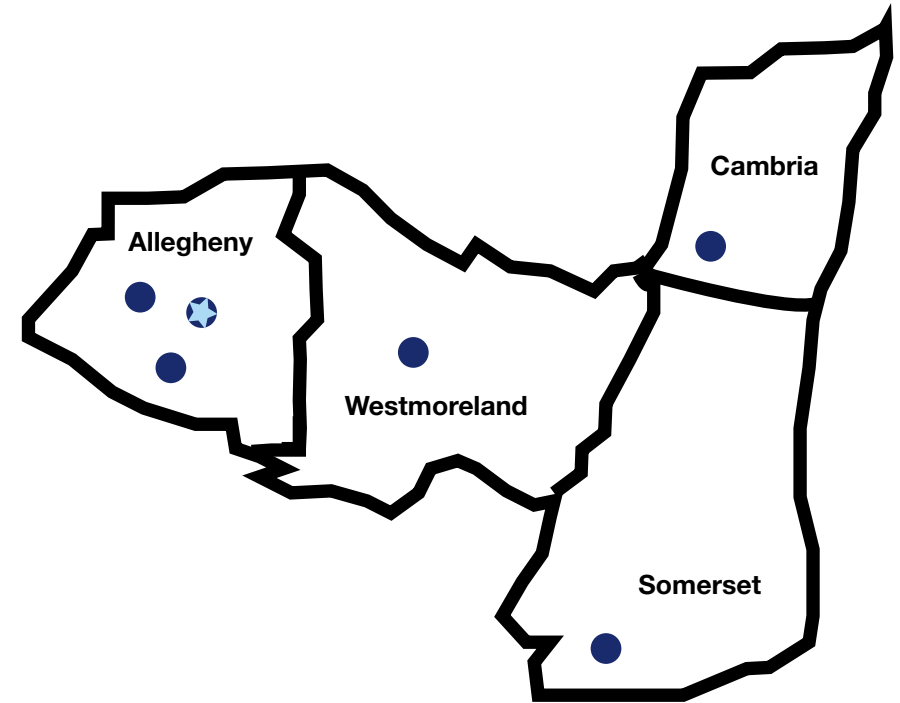
Beatrice Chen, M.D.
Medical Director

Debbie Cain
V.P. for Operations

Jody Figas
*V.P. for Development &
Communications*

Sue Steele
V.P. for Education

OUR LOCATIONS



Allegheny

- Pittsburgh Family Planning
933 Liberty Avenue
Pittsburgh, PA 15222
412.434.8971

- ★ Women's Health Services (Pittsburgh)
933 Liberty Avenue
Pittsburgh, PA 15222
412.562.1900

- Bridgeville
533 Washington Pike
Bridgeville, PA 15017
412.257.9880

- Moon
935 Beaver Grade Road
Moon Township, PA 15108
412.264.7205

Westmoreland

- Greensburg
125 Nature Park Road
Greensburg, PA 15601
724.552.0352

Cambria

- Johnstown
817 Franklin Street
Johnstown, PA 15901
814.535.5545

Somerset

- Somerset
118 Kimberly Avenue
Somerset, PA 15501
814.443.6549