



Planned Parenthood of Metropolitan New Jersey



# We are

**Planned Parenthood of Metropolitan New Jersey  
2015 Annual Report**

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**A letter from an individual who received help from our Certified Application Counselors in our Affordable Care Act Enrollment Project.**

*“I just wanted to send you a special thank you for helping me attain NJ Family Care health insurance when I was denied service for my gynecology visit. I was not getting through to NJ Family Care before your help. Thank you from the bottom of my heart. I was able to get all my vaccinations that I needed for the nursing program I am in and am now able to attend to ailments that I have suffered with for years by having my own doctor. I also just went to the dentist for the first time in over a decade and got my teeth worked on. It made me cry when I realized I had this kind of opportunity now. You are my angel. Thank you, thank you!”*

# Message from the Chair of the Board & President and CEO

If it is true that the greatest challenges can often provide the best opportunities for growth, then in many ways 2015 paved the way for Planned Parenthood Federation of America (PPFA) and affiliates around the country **to be stronger than ever.**

Between the video smear campaign, efforts to defund the organization and the shootings at the Colorado Springs Health Center, we found ourselves under numerous attacks. But the great news is that PPFA, Planned Parenthood of Metropolitan New Jersey (PPMNJ) and the other 58 affiliates all across America continue to **“Stand... No Matter What.”**

Our mission, vision and core values remain the driving force behind all that we do despite the targeted acts against us. Many states continue to face health center closures, restrictions in access to care and legislative nightmares.

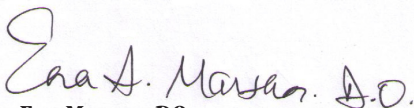
We must remember that while we live in a state where communities tend to recognize the importance of equitable access to reproductive health care, we have seen changes in sexual health across New Jersey since losing family planning funding from the state budget in 2010. There has been a 27% increase in sexually transmitted infections in NJ since 2009 (the last year that family planning funding was included in the budget) and in Passaic County we have experienced a 70% increase.

The message, however, is not all doom and gloom. PPMNJ continues to not only provide high-quality reproductive health care and education throughout metropolitan NJ but to grow our programs and services. All of our health centers now provide medication abortions, and patients can access their information and health records online through our patient portal.

The Family Life Institute’s education programs have expanded and we created two new retreats for young men who identify as gay/Bi/ YMSM and their parents or trusted adults. This growth not only signifies our strong and necessary presence in the community but reaffirms the continuing need for our services.

Construction of the new health center and administrative office in Newark began this year and our progress is swift! The new location will offer enhanced space as well as state of the art equipment and security to ensure our patients and staff continue to receive the standard of care they deserve.

Progress in the face of 2015’s challenges not only speaks to the ever growing need for family planning services and sexual health care, but of our collective strength--the strength of our patients, volunteers, supporters, advocates, staff and YOU. **We stand proud as Planned Parenthood of Metropolitan New Jersey!**

  
**Ena Marsan, DO**  
Chair, Board of Trustees

  
**Roslyn Rogers Collins**  
President & CEO



**Ena Marsan, DO**



**Roslyn Rogers  
Collins**

# Vision and Mission Statements

## **Mission**

Planned Parenthood of Metropolitan New Jersey will empower individuals to make voluntary, informed decisions about their reproductive lives by providing safe, affordable and accessible health care, educational services and championing public policies to make those services available to all.

## **Vision**

Planned Parenthood of Metropolitan New Jersey will be recognized as the leader in reproductive health care by providing a standard of excellence in clinical services, education and advocacy for the women, men and families of Essex, Hudson and Passaic Counties. Together, with the national Planned Parenthood movement, we will create a healthier generation and a more just society by putting sexuality education and sexual health care in the hands of people — giving them the information and power they deserve to shape the future.

## **Core Values**

Planned Parenthood of Metropolitan New Jersey is dedicated to serving clients with professionalism, compassion and respect. We will responsibly advocate for clients and their rights. We will serve all people regardless of age, race, ethnicity, religion, gender, national origin, socioeconomic status, disability or sexual orientation with excellence, integrity and pride. We will practice kindness, flexibility, patience, confidentiality and dependability. We will have the courage to make choices that strengthen our communities.



# Planned Parenthood of Metropolitan New Jersey by the Numbers

**25,242**

Family planning patient visits

**16,528**

Family planning patients who came to our health centers this year

**34,332**

Sexually transmitted infection (STI) tests including gonorrhea, chlamydia, syphilis, and HIV

**81%**

Percent of patients are at or below 150% of the Federal Poverty Guidelines

**684**

Number of medication abortions

**4,423**

Cervical cancer screening tests in 2015

**8,000**

People participated in education programs

**1,000**

Individuals enrolled into qualified health plans or expanded medicaid through our ACA enrollment program

**5,663**

Pregnancy tests

# Healthcare Services

For over 87 years, PPMNJ has delivered compassionate, high-quality health care and reproductive health services for our neighbors in Essex, Hudson, and Passaic Counties. Providing health care to women, men, and young people continues to be the central focus behind all that we do. We are proud to provide these services to individuals in our community no matter who they are, what their financial situation, or their current health status. We provide care no matter what.

Women, men, and adolescents can access a wide range of services at our five health centers including:

- Annual Exams
- Birth Control/Family Planning Services
- Emergency Contraception (EC)
- Pregnancy Testing and Options Counseling
- Surgical Abortion Referral
- HIV/AIDS Testing and Counseling
- STI Testing
- Colposcopy
- Medication Abortion

## 2015 Highlights

- All five of our health centers now use electronic health records. The system experienced a number of updates this year which enhanced the health center staff's ability to anticipate the needs of daily appointments and chart patient information.
- Every health center now provides medication abortion services.
- Gonorrhea and Chlamydia testing is provided free of charge to men and women up to age 30.

*“A patient came in for an appointment. After learning that her insurance could not cover her visit, she decided to seek services elsewhere. Prior to leaving, she thanked the staff for the wonderful work that Planned Parenthood does and made a \$100 donation.”*

*—Health Center Manager*

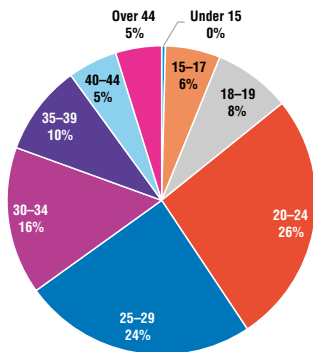
## Health Services

- **6,226** Breast Exams
- **8,218** HIV Screenings
- **1,384** Pap Smears
- **10,463** Chlamydia Tests

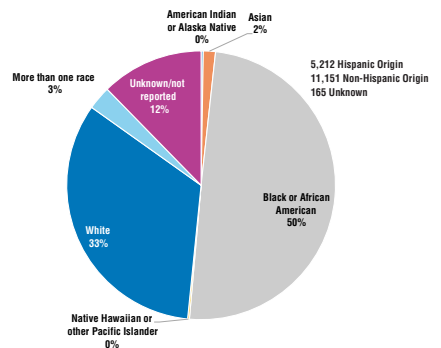
## Our Patients

- **16,528** Women, men, and teens accessed services at PPMNJ at one of our 5 health centers
- **81%** were at or below 150% of the Federal Poverty Guideline
- **38%** of patients are uninsured

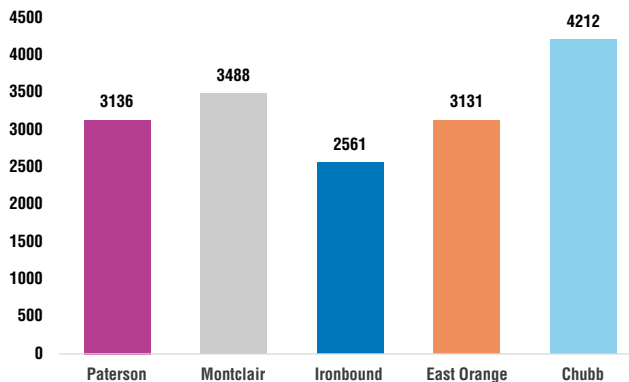
## PPMNJ Patients by Age



## PPMNJ Patients by Race and Ethnicity



## PPMNJ Patients at Each Health Center



# Education and Outreach

Planned Parenthood of Metropolitan New Jersey continues to provide high-impact, high-quality health education to the community. The Family Life Institute (FLI) brings health education and information to the entire family including adolescents and their parents. Educators work in Essex, Hudson, and Passaic Counties to deliver accurate, research based information that is appropriate and tailored for various age groups.



Our educators meet the community where they are. They travel to schools, community centers, homes, churches, faith based organizations, and offices to ensure that various populations are able to receive the information and tools they need to make informed decisions about their health to access services and resources. Our key programs include: in-school workshops, Parent/Child retreats, and our Living Room Series. FLI's Teen LINKS (Leaders Impacting Neighbors on Knowledge of Sexuality) employs Newark youth as peer educators to teach other teens about issues of importance that affect their lives.

## Affordable Care Act Enrollment Program

Another aspect of our outreach work includes our Affordable Care Act Enrollment project. In 2015, Certified Application Counselors (CACs) enrolled almost 1,000 individuals into a qualified health plan or expanded Medicaid. Our dedicated and committed CACs travel throughout Essex, Hudson, and Passaic Counties to events and to meet with individuals to ensure they have a way to access health care.

## 2015 Highlights

- We reached 8,000 people through education and programs.
- Based on the success of our Mother/Daughter and Parent/Son retreats, we received funding from the New Jersey Department of Health division of HIV/AIDS to develop similar retreats for gay, Bi, YMSM young males and their families in Hudson and Passaic Counties.
- Carnegie Mellon University and University of Virginia started a research project with PPMNJ focusing on teen pregnancy prevention. Our role is to help recruit participants for the study and implement the intervention. The study is in the early stages of development and we look forward to keeping you posted on its future progress.
- PPMNJ's FLI held two Teen Life Conferences this year. 2015 marked the 32<sup>nd</sup> year of the Essex County conference which was held at New Jersey Institute of Technology. The 9<sup>th</sup> Passaic County Conference was held at William Paterson University. Continuing on the tradition of past conferences, both events were well attended and extremely informative.
- In 2015, PPMNJ's Certified Application Counselors completed Presumptive Eligibility enrollment training which allows them to enroll our patients into Medicaid at the time of their appointment.





# Advocacy and Public Affairs

Planned Parenthood Action Fund of New Jersey (PPAFNJ) is a statewide collaborative initiative brought together by the three New Jersey Planned Parenthood affiliates to work on advocacy and public affairs. PPMNJ works with PPAFNJ and others to help build an environment where reproductive health care is available to all New Jersey residents who need it. To ensure access to reproductive health care services, we engage with elected officials, coalition organizations, and volunteers to create a unified and collective voice to advocate for our patients. Our advocacy and public affairs efforts are vehicles for furthering our mission and achieving our vision.



## 2015 Highlights

- Working with PPAFNJ and coalition members from around the state, we organized the “My Health, My Life: Legislative Summit” on June 22, 2015 in Trenton, NJ. PPMNJ President and CEO, Roslyn Rogers Collins, spoke at a rally and press conference the day of the summit regarding the importance of reinstating family planning dollars in the state budget. In addition to the rally, the Summit provided a platform for constituents to hear from elected officials including Assemblywoman Mila Jasey, Assemblyman Joe Lagana, and Assemblyman Raj Mukherji about the impact an individual citizen can have on the legislative process and how important that process is in bringing change to fruition.
- PPMNJ representatives attended Planned Parenthood Federation of America’s 2015 Lobby Day in Washington, DC where we spoke with NJ legislators about the impact family planning has on NJ citizens. The NJ delegation had a happy encounter with noted PP supporter Senator Cory Booker while there.
- PPMNJ launched a local Community Action Team (CAT) in Essex County as part of the statewide initiative with PPAFNJ. CATs work to build and mobilize supporters, activists, and volunteer leaders. We look forward to growing the movement and adding more CATs in Hudson and Passaic Counties.



# Events

Hosting events provides a platform for engaging with supporters and sharing our story and the stories of our community members. Our time honored traditions like the Spring Soiree, are annual reminders of the progress we have made and keeps us focused on the future.

## 2015 Highlights

Our 2015 *Spring Soiree* held in April at Montclair's Van Vleck House, flourished with about 50 attendees who heard directly from community members who have utilized PPMNJ's programs and services. A patient spoke about her experience receiving reproductive health care and information at one of our centers and the impact this had on she and her partner. Guests heard from a mother who learned important lessons and communication strategies from attending the Mother-Daughter Retreat. We were also fortunate to hear from one of our Teen LINKS who spoke about educating others and what she personally has gained from this experience.

The 2015 **Taste of the Good Life Food and Wine Tasting** at BMW of Bloomfield on October 8th was again an evening to remember. With over 100 attendees, it was a huge success in raising funds to support PPMNJ's Family Life Institute's (FLI). Attendees participated in a silent auction and raffle while enjoying jazz music and delicious food, wine and spirits from local restaurants. PPMNJ honored Spice Thai, Papillon 25, and the Orange Squirrel Restaurants for supporting each of our three previous Taste of the Good Life events.



# Financials

This financial summary reflects the highlights of our 2015 financial statements which were audited by Tait, Weller & Baker, LLP. The complete audited financial statements, including the auditors' unmodified opinion and required footnote disclosures are available upon request.

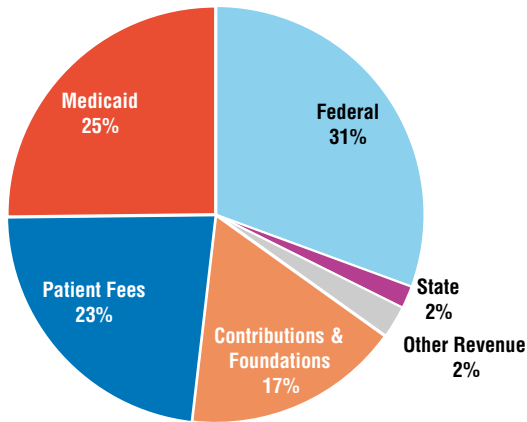
## Revenue

Federal	\$1,753,875
State	\$100,000
Other Revenue	\$145,144
Contributions, Foundations and Other Grants	\$971,689
Patient Fees	\$1,317,387
Medicaid	\$1,442,634
<b>TOTAL</b>	<b>\$5,730,729</b>

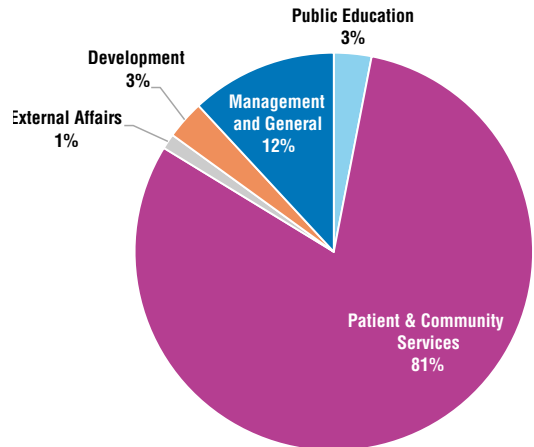
## Expenses

Public Education	\$180,113
Patient & Community Services	\$4,760,964
External Affairs	\$73,306
Development	\$185,438
Management and General	\$701,540
<b>TOTAL</b>	<b>\$5,901,361</b>

### Revenue



### Expenses



# Philanthropy: Living Legacy

## Living Legacy Donors

PPMNJ recognizes our supporters who have been consistently dedicated to our mission and vision and **donated for ten consecutive years**. Their contributions ensure that our services and programs continue to thrive, while providing the foundation for providing funds for our growing community.

We would like to take this opportunity to thank our living legacy donors by acknowledging their commitment!

As of December 31, 2015

John and Joyce Ahlbeck  
Virginia Baker  
Susan and Harvey Bazaar  
Ruth Bedford  
David and Barbara Belasco  
Robert and Bunny Blum  
H. Bartlett Brown  
Judith A. Chicka  
Joseph and Barbara Darden  
John N. Dennis  
Susan and Thomas Dunn  
Sanford and Zella Felzenberg  
Holly W. Gauthier  
Alan I. Goldman and Joanne T. Marren  
Steve and Alice Golin

Sally and John Goodson  
David Greene  
Dianne and Peter Horowicz  
Kevin Jespersen  
Mary Lee and David Jones  
Ruth Kram  
Joanna Lewin  
Robert and Mary Litterman  
Pat and Rocco Lovascio  
Joseph and Diana Lunin  
David and Barbara Lustbader  
Paulina K. Marks  
Miriam T. Miller, Esq.  
Elsa New  
Foster Story Osborne and Pam Kuhn

Edith Oxfeld  
Archie and Lynne Palmer  
Edward and Gloria Robin  
Roslyn Y. Rogers Collins and Marc Collins  
Susan Savel  
William and Rebecca Sawyer  
Stephen and Barbara Schlesinger  
Arline and Norman Shaffer  
Carmella Stagnitta  
Edward and Nancy Stuart  
Delores Tyson  
Bernice Weill  
The Peierls Foundation, Inc.  
United Methodist Women

## In Memory of Junius E. Powell

Longtime friend and PPMNJ champion Junius (Jay) E. Powell passed away in October 2015. He and his late wife, Maria (Marliss) Powell (a former PPMNJ board member who passed away in 2008), remained dedicated to PPMNJ's mission and vision and provided support to grow our services and programs.

Mr. Powell's estate left a generous operating and capital gift to the organization after his passing to continue the family's legacy of support. The Powells remain in our thoughts and will continue to inspire our work.



# Board of Trustees

*As of December 31, 2015*

Ena Marsan, DO, Chair

Jessica Restaino, 1st Vice Chair

David Robin, 2nd Vice Chair

Lorita Jackson, Treasurer

Karyn D. Jefferson, Secretary

Leslie Brown, Nominating Chair

Ruth Bedford

Terry Booker

Alan Goldman

Dede Horowicz

Tuwisha D. Rogers

Stuart Rosenblatt, CPA

Angela Pandolfo Roy

Edward Stuart

Sheryl Hilliard Tucker

# Staff

## **Administrative Offices**

Roslyn Y. Rogers Collins, President and CEO  
Joanna Lewin, Vice President of Finance  
Christine Reynolds, Vice President of Health Services

Jamila Baucom, Senior Director of Development  
Sophia Collier Bryan, Director of Operations  
Michelle Dotro, Director of Risk Quality Management  
Kathy Butts, Benefits Administrator/Controller  
Melinda Gallian, Medical Billing Supervisor  
Kalimah Johnson, Certified Application Counselor  
Frank McClain, Director of Facilities  
Lisa McMillan, Accounts Payable/Payroll Associate  
Sandra Mercorelli, Certified Application Counselor  
Megan Munford, Accounts Receivable Associate  
Rhonda Nichols-Wyche, Medical Director  
Reginald Rosarion, Director of Education  
Dalitza Sanchez, Clinical Systems Specialist  
Prudence Walters, Administrative Assistant

## **Call Center**

Bonnie Black, Centralized Appointment Representative  
Maritza Morales, Call Center Representative  
Dawn Randleman, Centralized Appointment Representative  
Antinette Rhymes, Call Center Representative

## **Chubb Center, Newark**

Lillian L. Williams, Center Manager  
Hannah Benniman, LPN  
Katherine Davis, Clinical Assistant  
Lummie Little, Clinical Assistant  
Arlene Martinez, Clinical Assistant  
Angela Peterson, Clinical Assistant  
Aneekah Simmons, Physician Assistant  
Fiorela Valdez, Clinical Assistant

## **East Orange Center**

Kelly Ferreira, Center Manager  
Kisha Anderson, Nurse Practitioner  
Akira Frierson, LPN  
Yudelka Gonzalez, Clinical Assistant  
Maria Pimienta, Clinical Assistant  
Felicia Teabout, CA Receptionist

## **Ironbound Center, Newark**

Rebeca Lopez, Center Manager  
Nicole Lopez, LPN  
Analleli Martinez, Clinical Assistant  
Vanessa Morel, CA Receptionist  
Diana Vidal, Laboratory Technician  
Bonnie Probert, Nurse Practitioner

## **Montclair Center**

Phyllis Rowan, Center Manager  
Jacquelyn Centalanza, Receptionist/CA  
Trishaun Huertas, Clinical Assistant  
Cherell Reese, Clinical Assistant  
Zenaida Rodriguez, Clinical Assistant  
Kelley Wachter, Physician Assistant  
Towanda Williams, Registered Nurse

## **Paterson Center**

Sylvia Bryant, Center Manager  
Kubra Bozkurt, Registered Nurse  
Janet Ferrer, Clinical Assistant  
Yury Gomez, Clinical Assistant  
Lori Marino, Physician Assistant  
Aileen Morales, Clinical Assistant

## **Per Diem Clinicians**

Christy Borud, Nurse Practitioner  
Barbara Martin, Nurse Practitioner

AT PLANNED PARENTHOOD, CARE IS MUCH MORE THAN THE SERVICES WE PROVIDE; IT IS THE WAY WE APPROACH OUR WORLD.

# WE CARE.

**DEEPLY. WITH RESPECT. WITHOUT JUDGMENT.**

WE ARE UNWAVERING IN OUR BELIEF THAT ALL PEOPLE DESERVE HIGH-QUALITY, AFFORDABLE HEALTH CARE. WE ARE TIRELESS IN OUR EFFORTS TO PROVIDE EDUCATION AND INFORMATION SO PEOPLE CAN MAKE THEIR OWN HEALTH DECISIONS. WE PROUDLY FIGHT FOR WOMEN TO BE ABLE TO GET THE REPRODUCTIVE SERVICES THEY NEED. WE DO ALL OF THIS BECAUSE

**WE CARE PASSIONATELY ABOUT HELPING WOMEN, MEN, AND YOUNG PEOPLE**

# **LEAD HEALTHY LIVES.**

NO MATTER WHO THEY ARE. NO MATTER WHERE THEY LIVE. WE WILL DO EVERYTHING WE CAN TO GET THEM THE CARE THEY NEED. BECAUSE WE BELIEVE THAT WHEN PEOPLE ARE TRULY CARED FOR, THEY WILL MAKE THEIR LIVES, THEIR FAMILIES – AND EVEN THE WORLD – BETTER AND HEALTHIER.

**PLANNED PARENTHOOD. CARE. NO MATTER WHAT.**



# Health Centers

**Chubb Center/  
Newark  
Administrative Offices**

151 Washington Street  
Newark  
NJ 07102  
P: 973.622.3900  
F: 973.596.2851



**Paterson**  
680 Broadway  
Paterson  
NJ 07514  
P: 973.345.3883

**Ironbound/  
Newark**

70 Adams Street  
Newark  
NJ 07105  
P: 973.465.7707



**East Orange**  
560 MLK Blvd.,  
Suite 100  
East Orange  
NJ 07018  
P: 973.674.4343

**Montclair**

29 N. Fullerton Avenue  
Montclair  
NJ 07042  
P: 973.746.7116



*We're Moving in 2016!*



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