



Planned Parenthood of Maryland

**2023**  
**ANNUAL**  
**REPORT**



**"The front desk crew [at Planned Parenthood of Maryland] always makes me feel seen, heard, valued, and safe. It is truly the best center I've been to because they're the epitome of a judgement-free zone."**



# From the CEO

**Patients across the country don't have equal rights to local health care anymore. We must all step up to meet this moment together.** PPM is responding by expanding access to health care in Maryland and partnering with other affiliates to ensure patients across the country receive the care they need. Our efforts to expand and strengthen care include our Abortion Access Campaign, growth in Telehealth, and investment in our Patient Access Team.

**Abortion care remains legal and protected in Maryland. And this November a ballot initiative to protect bodily autonomy, inclusive of abortion care, will go in front of Maryland voters.** In many states, like our immediate neighbors in West Virginia, local abortion care is vanishing. Last fiscal year, PPM saw patients from 29 states and out-of-state patients represented about 9% of our abortion patients. That was a 52% increase in out-of-state patients compared to the year prior, before the fall of Roe. Throughout 2023, and as I write this letter, this number continues to climb.

**Our telehealth center is another critical component in efforts to expand access.** Last fiscal year, telehealth represented 15% of our visits. Each telehealth appointment opened in-clinic availability for patients who need in-person care. Telehealth serves rural Marylanders, those without reliable transportation, and individuals who have concerns about privacy, safety, or are immunocompromised.

**The Patient Access Department's (PAD) sole charge is to help patients overcome obstacles to health care.** The PAD fields over 5,000 calls monthly, responds to pre- and post-visit questions and concerns, provides resources for practical support, processes prescription requests, makes referrals, calculates good faith estimates, and more - ensuring every patient has access to care.

We continue to provide affordable, high quality, non-judgmental health care, educate the community, and advocate for reproductive health care protections and access. It is only through the support of individual donors and grant funders that our work is possible.

**Your support ensures care continues, No Matter What.**



**In this Together,**

A handwritten signature in black ink that reads "Karen J. Nelson".

Karen J. Nelson  
President and CEO

# Advocacy

The 2023 legislative session made Maryland history. The Reproductive Freedom Package, passed in 2023 by the Maryland General Assembly, was signed into law by Governor Wes Moore. These bills shield abortion providers who care for out-of-state patients from prosecution, protect patients' electronic health records, and require Maryland's public universities to provide 24/7 access to over-the-counter contraceptives.

The biggest item on PPM's legislative agenda was the "Declaration of Rights – Right to Reproductive Freedom," which positions Maryland to amend the state constitution. The matter now goes to the voters as a ballot initiative this November. **Once passed by voters, this Constitutional Amendment will enshrine the right to reproductive freedom here in Maryland, providing the highest possible level of protection for abortion care and birth control.**

To learn more about the 2024 ballot initiative, visit [MDReproFreedom.com](https://MDReproFreedom.com).



*PPM with Governor Wes Moore and fellow bill supporters celebrating momentous wins for sexual and reproductive health care from the 2023 Maryland General Assembly.*

141  
50

**Volunteers engaged in**  
community outreach

Community outreach  
**events hosted**

# Education

**PPM fosters lasting relationships with Marylanders across the lifespan, from 4th grade to senior citizens, through our comprehensive sexual health education programming and training.** PPM's Peer Educator Program is intended for high school students interested in health education, public speaking, and community service.

Peer Educators are equipped with the tools to act as educational resources to their peers, represent PPM at events, and advocate for teen issues at the state legislature. In-person and virtual Teen Talks are facilitated by the Peer Educators and cover topics such as healthy relationships, consent, birth control, sexual orientation and gender identity, and more.



Teen Talk at Baltimore Leadership School for Young Women



**"The ability to know about one's sexual and mental health shouldn't be a privilege, but a right.** And being able to educate my peers and even adults on such topics, thanks to what I learned as a Peer Educator in Planned Parenthood, is truly unforgettable."



**Coenia**

*Peer Educator from  
Patterson High School.*

5,103  
12  
26  
169  
34

**People provided** with sexual health education

**Students** from **8 high schools** trained to serve as Peer Educators

**College students** trained to become health liaisons

**Education Programs**, including **49 series** and **120 single programs**

**Professional Development Trainings**

# Health Care: Expanded Access

## Abortion Access Campaign

Since the Dobbs decision, PPM has been working to not only protect, but to increase access to abortion care for all who need it. Through strategic investments in our clinical staffing, we have seen tremendous growth in our visit numbers and scope of services offered, and we are so grateful to the many supporters and community members who have made this possible. We saw a 45% increase in access in FY23, which continued to climb throughout 2023. We are now working to sustain our capacity to deliver abortion care at this increased volume.

## Patient Access Coordinators

Our most important goal as a health care provider is to ensure compassionate, person-centered care to all of our patients, no matter what. **PPM has built a dedicated Patient Access Department, designed to provide a positive impact on patient experience by improving patient readiness, facilitating access to care, and providing resources for practical support.** The department includes bilingual Patient Access Coordinators, offers a library of resources, and assists with obtaining funding for patients who otherwise would be unable to pay for their care. The Patient Access Coordinators assist with an average of 93 patient requests for abortion funding and 36 requests for practical support, including abortion care, monthly.

45%  
**INCREASE  
IN ACCESS  
(FY23)**

## Telehealth

**PPM offers virtual health care appointments 5 days a week to patients anywhere in the state of Maryland.**

Patients connect with a trusted health care provider from the comfort of their home. A virtual conversation with a health care provider is just as compassionate, safe, and productive as an in-person one. Our telehealth services include birth control, emergency contraception, STI testing and treatment, UTI testing and treatment, abortion care, and gender-affirming hormone therapy. Some telehealth services are also available through the app PP Direct. Telehealth opens availability for in-clinic appointments, thereby reducing wait times and improving patient experience.



# Health Care Services

**30,048**

Patients



**42,081**

Patient visits



**15%**

using Telehealth  
or PP Direct app



**53,080**

STI tests performed

**27,940**

Birth control  
methods provided

Including LARCs\* and Emergency Contraception

**10,020**

Abortions

**9,635**

Pregnancy tests

**1,925**

Wellness visits

**946**

GAC\* patients

**134**

Vasectomies

\*GAC - Gender-Affirming Care, including gender-affirming hormone therapy.

\*LARCs - Long-Acting Reversible Contraceptives, including IUDs and implants.

**FY2023**

July 2022 - June 2023

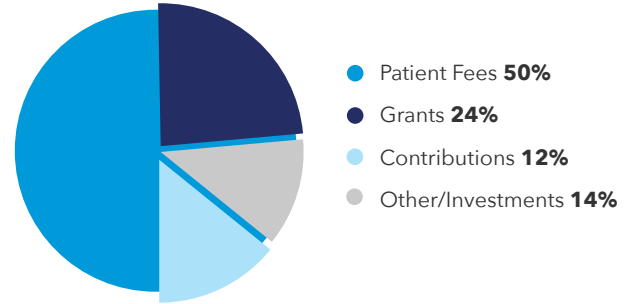


# Financials

**FY2023**  
July 2022 - June 2023

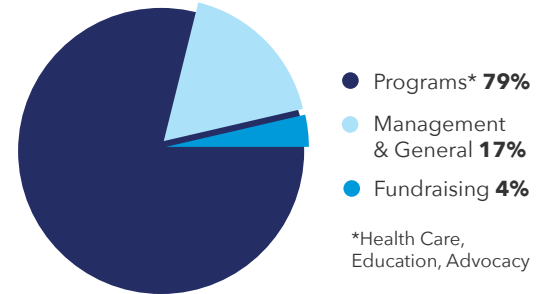
## REVENUE

	FY2023	FY2022
Contributions	\$2,539,277	\$3,031,806
Grants	\$4,952,673	\$3,946,145
Patient Fees - Net*	\$10,315,186	\$6,755,567
Other Revenue	\$1,825,664	\$1,785,872
Investment Income (Loss)	\$1,116,927	(\$1,737,093)
<b>Total Revenue:</b>	<b>\$20,749,727</b>	<b>\$13,782,297</b>



## EXPENSES

	FY2023	FY2022
Patient Services / Health Services	\$13,836,188	\$12,357,959
Public Education	\$574,307	\$601,802
Advocacy	\$483,103	\$535,682
Fundraising	\$684,050	\$605,821
Management and General	\$3,301,794	\$2,656,819
<b>Total Expenses:</b>	<b>\$18,879,442</b>	<b>\$16,758,083</b>



\*Health Care, Education, Advocacy

\*PPM provides care to patients who meet certain criteria under its charity care policy without charge or at amounts less than its established rates - the amounts uncollected are not reported as revenue.



# Balance Sheet

**FY2023**  
As of June 30, 2023

## ASSETS

Current Assets	\$10,096,345
Property, Equipment, Endowment, Other	\$18,078,055

**Total Assets** **\$28,174,400**

*During the fiscal year ending June 30, 2023, Planned Parenthood of Maryland received forgiveness of its second PPP loan and has recorded \$1,639,749 included in Other Revenue in the financials.*

## LIABILITIES

Current Liabilities	\$2,084,710
Operating Lease Agreements	\$1,895,617
Note Payable	\$1,110,991

**Total Liabilities** **\$5,091,318**

## NET ASSETS

Without Donor Restrictions	\$14,895,700
With Donor Restrictions	\$8,187,382

**Total Net Assets** **\$23,083,082**

**Total Liabilities & Net Assets** **\$28,174,400**

AS OF JULY 2023

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# Health Centers



1 **Annapolis**

929 West Street  
Suite 200  
Annapolis, MD 21401

2 **Baltimore**

330 N. Howard Street  
Baltimore, MD 21201

3 **Easton**

8579 Commerce Drive  
Suite 102  
Easton, MD 21601

4 **Frederick**

170 Thomas Johnson Drive  
Suite 100  
Frederick, MD 21702

5 **Owings Mills**

1866 Reisterstown Road  
Suite D  
Pikesville, MD 21208

6 **Towson**

8501 LaSalle Road  
Suite 309  
Towson, MD 21286

7 **Waldorf**

Gateway Plaza  
3975 St. Charles Parkway  
Waldorf, MD 20602

8 **Virtual Health Center**

Telehealth Services  
via Phone and Video  
Access Telehealth through **ppm.care**

**Our mission is to enable all Marylanders to have access to a wide range of high quality, affordable reproductive health care services.**

By providing medical services, education, training, and advocacy, PPM seeks to help individuals make informed decisions about their reproductive health, family planning options, and sexuality.

**WWW.PPM.CARE**

330 N. Howard Street | Baltimore, MD 21201



**Planned Parenthood of Maryland**



**@ppmaryland**



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**/planned-parenthood-of-maryland**