



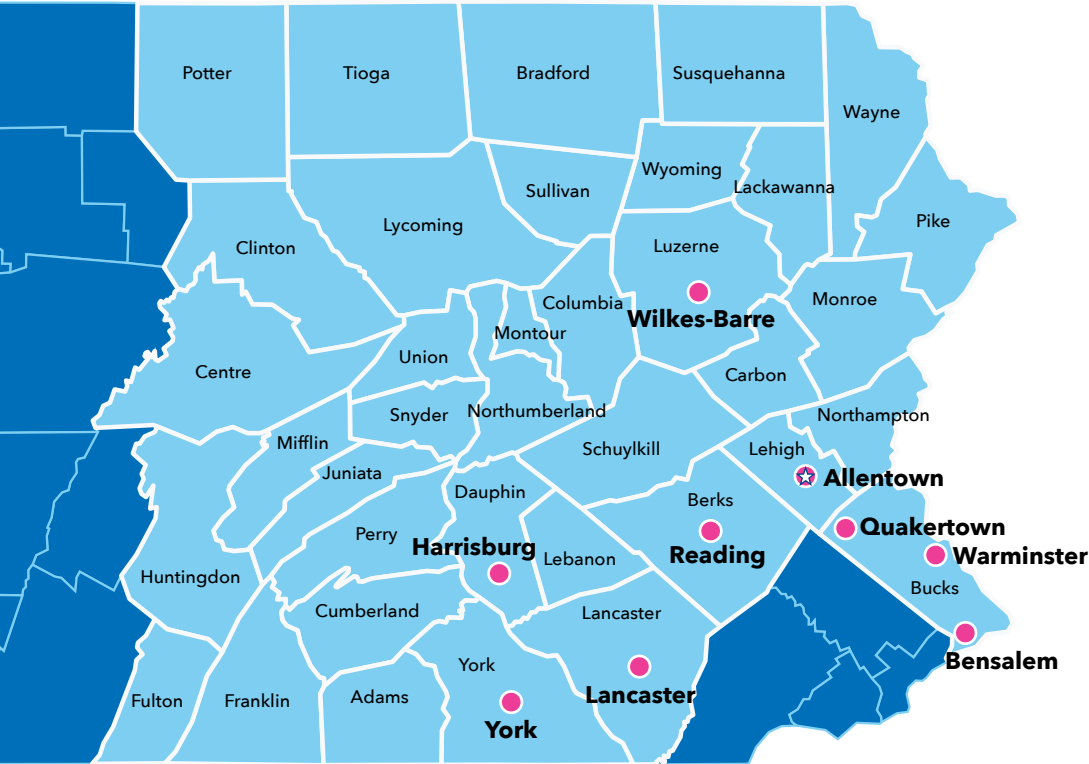
Care.
No matter what.



Annual Report



20¹⁶
17



Current Center Locations

- Allentown**
29 North Ninth Street
- Bensalem**
2185 Galloway Road
- Harrisburg**
1514 North Second Street
- Lancaster**
31 South Lime Street
- Quakertown**
401 West Broad Street
- Reading**
48 South Fourth Street
- Warminster**
610 Louis Drive
- Wilkes-Barre**
63 North Franklin Street
- York**
728 South Beaver Street

● Medical Centers ☆ Administration Offices

Administration Office
5920 Hamilton Blvd.
Allentown, PA 18106
610.481.0481

Connect with us on social media @ppkeystone!



800.230.PLAN (7526)
ppkeystone.org

A message from the Board Chair and President/CEO

This was an unprecedented year for Planned Parenthood Keystone. We have faced financial challenges, a devastating election, a hostile administration and constant threats to our funding and the care that we provide.

Through the madness and noise, there was still plenty to celebrate. PPKeystone served over 33,000 women, men and young people in our medical centers and 10,000 young people through our Education Department—and has seen tremendous growth in our support and advocacy networks. Plus, PPKeystone celebrated 100 years of Planned Parenthood’s commitment to care, education, and activism.

Over the last century Planned Parenthood changed everything about the way our communities live and love, but the progress has been hard fought. Since Planned Parenthood’s early days in Brooklyn, to its first arrival in Pennsylvania in 1926 - our mission has faced opposition. As these attacks continue to escalate, PPKeystone is committed as ever to ensure access to essential reproductive health care and sexuality education. Planned Parenthood Keystone has worked diligently to become the leading sexual and reproductive health care provider in our region. As we move forward, we go with the spirit of our predecessors: those who brought Planned Parenthood from Brooklyn to Luzerne County, the dedicated volunteers who worked out of a basement in Harrisburg, the community who fought to

bring abortion care to York County, and the passionate staff and volunteers determined to create a safe space for LGBTQ+ youth in Bucks County.

Thank you for standing with Planned Parenthood Keystone, and the 33,000 people and countless communities who depend on us, and you, each year. With your continued commitment we will be able to honor our past while continuing to fight to ensure every woman, man, and young person has the health care and sexuality education they need to live healthy lives and build strong communities.



Debbie L. Hutchinson

Debbie Hutchinson
Board Chair



Melissa Reed

Melissa Reed, MA, JD
President & CEO

Caring For Our Communities

Medical Services

Essential reproductive health care is a constant need for Pennsylvania individuals, and Planned Parenthood Keystone is committed to providing the highest quality care to all patients who walk through our door. PPKeystone provides services to 43% of Pennsylvania residents across 37 counties. Sadly, PPKeystone had to make the incredibly difficult decision to close five medical centers this year. In response, we extended hours and consolidated services in our remaining sites and within those nine medical centers we were able to serve over 33,000 patients.

Advancements & Improvements

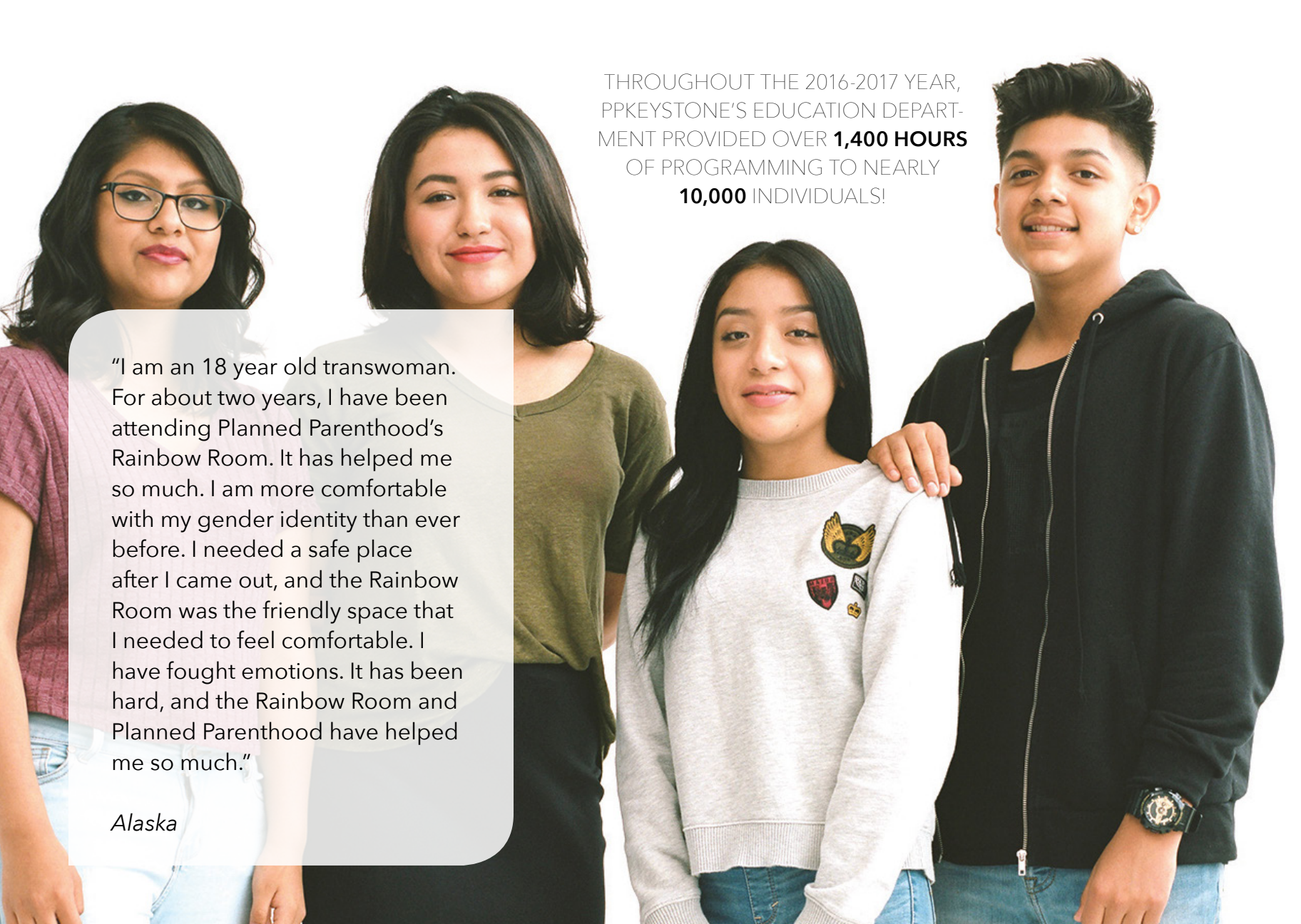
PPKeystone has used this last year to ensure our medical centers are as efficient as possible by embracing technological advances that allow us to reach patients in new ways. PPKeystone has worked to bring access to patients' fingertips through Online Appointment Scheduling (OAS) and a digitally-based marketing program. These new ads generate local Planned Parenthood information and scheduling directly from a Google search.

In addition, Electronic Health Records (EHR) were rolled out throughout our affiliate. Electronic medical records make it easier for our clinicians and doctors to access clinical data, maintain effective workflows and improve patient safety. PPKeystone also hired our first Chief Medical Officer. Her leadership will allow us to build out our service menu for patients and increase patient satisfaction and outcomes throughout our affiliate.



"I've used Planned Parenthood many times for STD testing and I recently chose to get the HPV vaccine. I have immense appreciation for Planned Parenthood for never passing judgement, or questioning my needs as a patient. I feel empowered to make conscious, safe choices for my body thanks to the education that Planned Parenthood provides."

Hannah



THROUGHOUT THE 2016-2017 YEAR,
PPKEYSTONE'S EDUCATION DEPARTMENT
PROVIDED OVER **1,400 HOURS**
OF PROGRAMMING TO NEARLY
10,000 INDIVIDUALS!

"I am an 18 year old transwoman. For about two years, I have been attending Planned Parenthood's Rainbow Room. It has helped me so much. I am more comfortable with my gender identity than ever before. I needed a safe place after I came out, and the Rainbow Room was the friendly space that I needed to feel comfortable. I have fought emotions. It has been hard, and the Rainbow Room and Planned Parenthood have helped me so much."

Alaska

Empowering Through Education

PREP & HRC Grants

PPKeystone emphasizes the importance of reproductive and sexuality education inside and outside our medical centers. Through our expertise as sexual health educators, we partner with schools, colleges, treatment facilities, community organizations, faith based organizations, and many others within our service area to provide high quality programming.

In FY16, our Education Department was awarded a Personal Responsibility Education Program (PREP) grant through the Pennsylvania Department of Health. Through this grant, a part-time educator was able to provide the curriculum, "Be Proud! Be Responsible!" This evidence-based curriculum provides adolescents with the knowledge, motivation and skills to change their behaviors in ways that will reduce their risk of contracting HIV.

Planned Parenthood Keystone also operated a health resource center at I-Lead Charter School in Reading, PA. The Health Resource Center encouraged critical thinking around sexual activity, promoted healthy relationships and behaviors regarding human sexuality, provided education and counseling around

abstinence, educated on safer sexual behavior, including correct use of condoms and reduced unintended pregnancies and STD/HIV infection by providing referrals for reproductive healthcare services, contraception, and STD/HIV testing.

LGBTQ+ Programs

Planned Parenthood Keystone's education department is proud to operate 3 LGBTQ+ programs which are located in Doylestown, Reading, and York. These weekly programs offer a safe space for lesbian, gay, bisexual, transgender, queer, and gender nonconforming youth. The participants are given opportunities to lead and learn in a welcoming and fun environment. The LGBTQ+ programs also facilitate sex education topics, in order to empower youth to make the best choices regarding their reproductive and sexual health.

"I stand with Planned Parenthood because their programs taught me how to love myself in my body and my sexuality. The people with Planned Parenthood made me feel safe and accepted. I always felt welcome and I was never afraid of being asked invasive questions or being treated with hostility. I was free to speak about anything on my mind and never judged."

Rowan



Advocating For Access

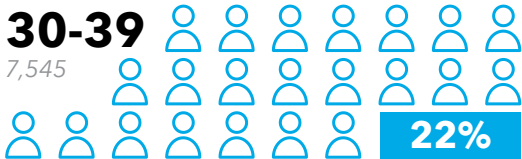
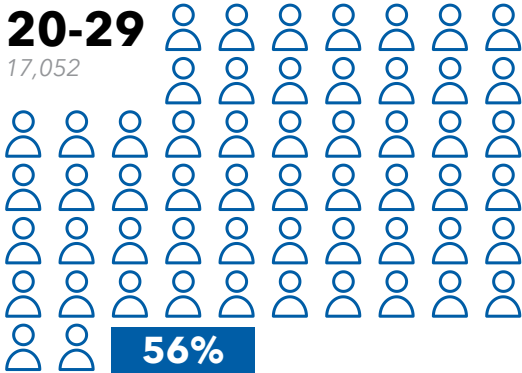
Lobbying & Advocacy

Each year, Planned Parenthood faces numerous attacks and threats to the essential reproductive health care that we provide. Planned Parenthood Keystone partners with Planned Parenthood Pennsylvania Advocates to conduct outreach and events to destigmatize abortion, educate voters on their rights, and to register individuals to vote. Organizers and supporters also work closely with Coalition partners to support other issues such as: immigrant and LGBTQ+ rights, and the Black Lives Matter Movement.

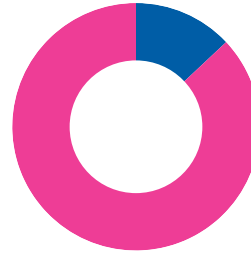
In FY17, Planned Parenthood Keystone saw a dramatic increase in the number of volunteers and supporters engaged in our work. Planned Parenthood organizers and volunteers were instrumental in mobilizing against legislative attacks on the Affordable Care Act and Medicaid reimbursements for reproductive health care at Planned Parenthood. Through this work, Pennsylvania had more Congressmen move from supporting “repeal/defunding” efforts to opposing these actions than any other state in the country.

By The Numbers

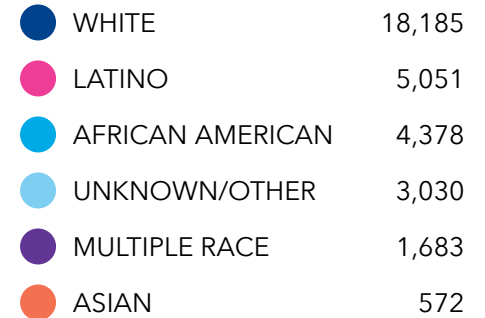
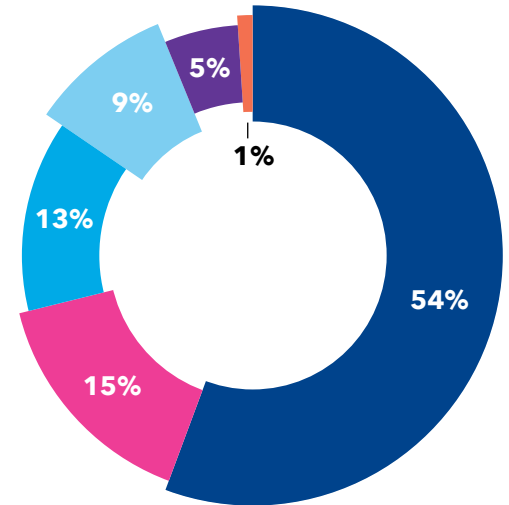
BY AGE



BY GENDER



BY RACE/ETHNICITY



TOTAL PATIENTS
33,677

By The Numbers Continued

Abortion Services	4,324
Birth Control	19,502
Cervical Cancer Screening	2,994
Emergency Contraception	1,599
HIV Testing	9,177
STD Testing & Treatment	30,508



Over 79 volunteers
gave their time
to increase access
to reproductive and
sexual health care in
their community.

278 HOURS

of education provided by
The Curve, The Spectrum,
and The Rainbow Room.

186

Individuals served
by our LGBTQ+
programs

500+

attendees at
our fundraising
events

Financial Overview for FY 2016-17

SOURCES OF FUNDS

	Operating Revenue
\$2,258,039	Contributions
\$3,179,050	Government Fees
\$4,225,087	Patient Fees/Direct Billing
\$201,723	Investments
\$846,297	Assets Released
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\$10,710,196	Total

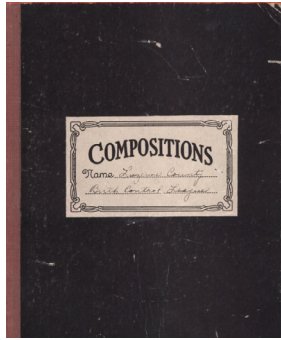
EXPENSES

	Operating Expenses
\$7,733,594	Patient Services
\$297,245	Education Services
\$186,998	Public Affairs
\$458,584	Fundraising
\$1,496,579	Management and General
<hr/>	
\$10,173,000	Total

Board Members 2016-2017

Debbie Hutchison, *Chair*, Bucks
David Leader, *Vice Chair*, Dauphin
Jan Hodges, *Treasurer*, Cumberland
Shaleeta Washington, *Secretary*, York

Miriam Chaloff, Bucks
Dr. Tiffany Griffiths, Lackawanna
Carol Johnson, Bucks
Steve Koehler, York
Paul Minnich, York
Kathryn M. O'Neill, Luzerne
Marianne Phillips, M.Ed, Lehigh
Sully Pinos, York
Alex Reber, Dauphin
David Rheinheimer, Monroe
Jessica Ritchie, Dauphin
Karen Robbins, Bucks
Hallie Schorman, Lancaster
Cathy Stouch, York



Planned Parenthood® **100** YEARS

2016 marked the celebration of Planned Parenthood's 100th year of providing care. The following photos are just a highlight of the work Planned Parenthood Keystone has done throughout our history.





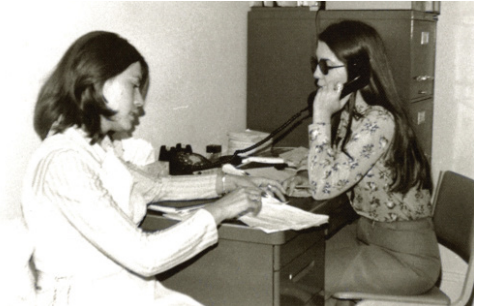
YOU CAN GET BIRTH CONTROL INFORMATION

AT THE
**PLANNED PARENTHOOD
 ASSOCIATION
 OF LUZERNE COUNTY**

**ROOM 112, KIRBY HEALTH CENTER
 71 NORTH FRANKLIN STREET
 WILKES-BARRE, PA.**

OFFICE HOURS - Monday through Friday
 MEDICAL EXAMINATIONS - By Appointment

TELEPHONE 822-6830



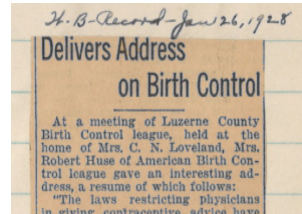
Thank you for your many years of support!



We, the undersigned, voters of Luzerne County, believing that the present Pennsylvania laws should be changed so that physicians may legally give contraceptive information to their married patients in the regular course of their practice, urge our Representatives in the 1939 Legislature to give the Physicians Permissive Bill their consideration and support.

*William W. Connelley
 Anna B. Beers
 Gust Watson
 (Guss) Spicyan
 Carolyn Sawall*

*John D. Ryan
 Mary D. Woodman
 Mrs. H. C. Juch
 Mrs. M. J. Deane
 Mrs. M. J. Deane
 Mrs. M. J. Deane*



The **mission** of Planned Parenthood

Keystone is to provide and promote access to the essential reproductive health care services and comprehensive sexuality education people need to live healthy lives and build strong communities.



We've got a new URL!

800.230.PLAN (7526)

ppkeystone.org