



2016 S.L. Gimbel Foundation Fund Grant Application

\$50,000

Internal Use Only:
Grant No. <u>20160265</u>

GUARANTEE I.D.: 22493

Organization / Agency Information

Organization/Agency Name: Planned Parenthood of Western Pennsylvania		
Physical Address: 933 Liberty Avenue Pittsburgh, PA 15222 City/State/Zip		
Mailing Address: Same as above City/State/Zip		
CEO or Director: Kimberlee Evert		Title: President and CEO
Phone: 412-258-9540	Fax: 412-434-8974	Email: kevert@ppwp.org
Contact Person: Katie Horowitz		Title: Vice President for Education
Phone: 412-258-9535	Fax: 412-434-8974	Email: khorowitz@ppwp.org
Web Site Address: www.ppwp.org		Tax ID: 25-0965474

Program / Grant Information

Interest Area: Animal Protection Education Environment Health Human Dignity

Program/Project Name: IOTAS Textline Education Program			Amount of Grant Requested: \$49,673
Total Organization Budget: \$4,746,643	Per 990, Percentage of Program Service Expenses (Column B/ Column A x 100): 90.5%	Per 990, Percentage of Management & General Expenses Only (Column C / Column A x 100): 6.4%	Per 990, Percentage of Management & General Expenses and Fundraising (Column C+D / Column A x 100): 9.5%
Purpose of Grant Request (one sentence): This grant is to expand a new program, It's Ok To Ask Someone (IOTAS) to four counties allowing us to provide a confidential, youth-friendly textline through which young people can send a sexual health question by text and receive a personalized answer back on their phone within 24 hours.			
Gimbel Grants Received: List Year(s) and Award Amount(s)			

Signatures

Board President / Chair: (Print name and Title) Carole Bailey, Chair, Board of Directors	Signature: 	Date: 2/19/16
Executive Director/President: (Print name and Title) Kimberlee Evert, President and CEO	Signature: 	Date: 2/19/16

2016 S.L. Gimbel Foundation APPLICATION

Organizational History

Planned Parenthood of Western Pennsylvania (PPWP) was founded in 1930 with a mission to provide contraceptive information and supplies to women who needed to restrict their family sizes to safeguard their physical and economic well-being. Over the years, PPWP has continued this work by providing individuals with medically accurate information and high-quality reproductive health care. These services reduce unintended pregnancy rates and work to detect early signs of reproductive cancers; supporting families and improving the health of thousands in our community each year.

Education services were formally added in the 1950's. Today PPWP's education department offers a variety of age-appropriate programs to address important social and public health issues pertaining to reproductive health care and sexuality. Our comprehensive sexuality education services provide programs for youth, adults and professionals throughout western Pennsylvania. Last year, PPWP reached nearly 23,000 individuals through our educational and outreach efforts.

Mission

PPWP's mission is 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 reproductive self-determination must be voluntary and preserve the individual's right to privacy. 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.

Current Programs and Activities

PPWP is a local leader in providing reproductive health care and medically accurate sexuality education programming. PPWP provides affordable health care services in seven locations: Bridgeville, downtown Pittsburgh (2), Johnstown, Moon Township, Somerset, and Greensburg.

PPWP's family planning centers provide complete gynecological care; contraceptive information and methods; colposcopy and cryotherapy; clinical breast exams and access to mammogram services; HIV testing and counseling; pregnancy services and counseling; screening for other reproductive cancers; STD screening and treatment; and HPV vaccination.

Agency Accomplishments

In addition to delivery of health care and education services, we achieved the following:

- Upgraded medical management system and transitioned centers to electronic health records.
- Completed a 1.4 million dollar capital campaign that provided the resources needed to make the building improvements required under the Ambulatory Surgical Facilities Act, establish a building fund, and prepare the organization for changes under the Affordable Care Act.
- Developed a comprehensive response to ensure that our clients and the community were aware of the newly available insurance options provided under the Affordable Care Act. Three staff members were trained as certified enrollment counselors to provide in-center client enrollment assistance. PPWP also developed a community-wide outreach effort to increase enrollment.

Statement of Need

This funding request focuses on four counties in Western Pennsylvania - Allegheny, Westmoreland, Cambria and Somerset. The region includes the City of Pittsburgh and the City of Johnstown and the rural and suburban communities which separate the two. These four counties are home to PPWP health centers which complement the IOTAS program by providing a link to services for youth who need low-cost, confidential birth control, STD testing, and other sexual health services.

Pittsburgh is the region's principal city, with a metropolitan area of 2.4 million people, serving as its economic and cultural center. The City of Pittsburgh has a poverty rate of 22.6%, significantly higher than the State of PA's rate of 13.3%. While the city mirrors the national average for teen birthrates overall, among black teens, Pittsburgh's birthrates are nearly seven times the birthrate for white Pittsburgh teens (49.2 per 1000 and 6.6 per 1000 respectively) and markedly higher than the U.S. average for black teens (44 per 1000). In comparing Allegheny County with 33 peer counties nationwide, a 2014 Allegheny County Health Department report stated that "the average [teen birthrate] for blacks...far surpasses the median and is one of the highest out of the peer counties...An extreme racial disparity remains evident and should be the target of future policy and interventions."

Johnstown is the second largest city. 70 miles from Pittsburgh, it has a population of 20,740, with a poverty rate higher than Pittsburgh's, at 34.3%. In 2013, according to County Health Rankings, of the 67 counties in PA, Cambria County ranked 60th in health factors and 62nd in health outcomes. While PPWP provides essential sexual healthcare services in Johnstown, the education department's capacity only allows for occasional in-person programs. No other sexuality education providers are known to operate in the area. Just like in other rural regions, disparities in sexual health care and education services impact the large rural swaths of Cambria, Westmoreland, and Somerset counties.

Project Description

PPWP's education programs provide comprehensive sexuality education and outreach to nearly 23,000 contacts in schools and youth-serving organizations annually. These programs recognize that successful teen pregnancy programs provide comprehensive sexual health information in a non-judgmental, medically accurate, and age-appropriate manner. We are very proud of our programs and the benefits they offer, but we know that disparities exist and that thousands of youth in western PA still lack access to information and healthcare services. To reach them, PPWP set out to develop a new initiative to connect youth to sexual health information and link them to direct services, when needed.

This new program - It's Ok To Ask Someone (IOTAS) - is a confidential, youth-friendly textline that allows young people anywhere to simply send a text with a sexual health question and receive a personalized answer back on their phone within 24 hours. The textline expands the population PPWP serves in a way that could not be accomplished through our current in-person education programming and by targeting underserved areas in these four counties, will increase access for youth across the region. There are no similar programs available in our service area, though other similar textlines across the country have been enthusiastically and widely-used by youth.

*Peer Educators are youth involved in PPWP's 26-year old school-based Peer Education Program. Peer Educators must first complete PPWP's 10 week LifeSkills program, fill out a detailed application, and participate in 20 hours training before they can take on the role of Peer Educator.

History of the IOTAS Project:

In April 2014, PPWP applied for and was awarded a grant to work with a team of developers to create a mobile app for IOTAS. This youth-friendly app was designed to allow staff to oversee the question and answer process and students to collaborate in working to answer questions. In October 2014, PPWP received a small grant for a marketing consultant to develop a logo, palmcards, and ad campaign targeted to reach youth and to conduct the initial ad campaign in Allegheny County. In spring 2015, the IOTAS app was successfully piloted in the Peer Education program. Staff worked with the SHIFT Collaborative to finalize a launch strategy and develop branding assets during fall 2015. (See attached materials.) The initial campaign in March 2016 will distribute 6,000 palmcards and place bus and online advertisements targeted to Allegheny County youth.

PPWP has now reached the final phase of the IOTAS project – introducing the IOTAS textline service to three additional counties and conducting an expansion in Allegheny County. This phase includes marketing, volunteer training, and refinement of the IOTAS education package. Using the branded materials designed by the SHIFT Collaborative, this roll-out will include targeted online and

transit advertising, in-person outreach to youth-serving organizations, extensive social media outreach, peer educator and volunteer engagement, finalization of program materials/curricula, and outreach to interested PP affiliates.

Project Goals, Objectives and Activities

IOTAS' overall goal is to improve the sexual health outcomes of youth in Western PA by increasing access to medically accurate sexual health information and linkage to sexual health services. Awareness about IOTAS among area youth is essential to the project's success. With funding from the S. L. Gimbel Foundation, PPWP would be able to complete this phase and achieve broad awareness for youth in a four county area, harnessing an innovative educational tool that is relevant to their lives.

Objective 1: Execute a marketing and outreach campaign targeting 200,000 youth ages 14-19 that will promote the free, confidential sexual health textline service to youth in a four-county area through ad placement and direct outreach to over 75 youth-serving organizations across Western PA.

Activities: Implement the roll-out of the marketing plan prepared by the SHIFT Collaborative. This includes Facebook, Twitter, and Pandora, as well as transit ads, all venues which youth visit in large numbers. Develop a comprehensive list of youth-serving providers, schedule meetings, and mail follow-up information to organizations. Work with youth-serving partners throughout the four-county area to inform youth about IOTAS. Distribute 500 posters, 2,000 brochures, 15,000 palm cards, 1,000 branded adhesive phone pockets, and 750 branded waterproof phone sleeves in-person, by including these materials in mailed information packets, and by tabling at events.

Outcomes: Youth in four counties will have increased awareness of a confidential, reliable source of medically accurate sexual health information. **Evaluation Metrics:** Facebook, Twitter, and Pandora analytics will be calculated weekly to demonstrate numbers of views, clicks, and likes of online advertising efforts. According to this dynamic and ongoing evaluation, PPWP will actively revise the populations targeted and the content to increase visibility. Number of organizational partners will be tracked. PPWP will seek to make direct contact with at least 50 organizations during the initial push, with the remaining 25 being contacted throughout the grant term. Monthly reporting will be conducted on the distribution of all marketing materials.

Objective 2: Respond to an estimated 5,000 questions with medically accurate information, linking youth to services when appropriate.

Activities: Provide training to 30-50 adult volunteers, Peer Educators, and PPWP student alumni who answer texts and support youth staffing the line. Manage all staffing of the textline. Collect and analyze data. Use data from category tags assigned to each incoming question (relationships, bodies, contraception, pregnancy, sex, STDs, LGBTQ, and values) and question content to gain greater understanding about the issues facing teens in our target area. Use data to inform educational programming, question answers, marketing efforts, and social media content.

Outcomes: PPWP staff will manage a committed group of well-trained IOTAS volunteers. Youth asking questions will be linked to both medically accurate information and affordable services. Peer Educators will have increased sexual health knowledge and agency. **Evaluation Metrics:** PPWP will engage an active team of 30 or more volunteers serving at least one four-hour shift per month. As attrition occurs, recruitment and training efforts will maintain the minimum number. To monitor the quality and effectiveness of training, volunteers will be asked to complete a survey after one month of service. Questions tagged with contraception, STD, and pregnancy categories will be audited monthly to ensure that linkage to services are being made in responses. Number of questions will be tracked automatically in the app and monitored monthly to ensure adequate progress towards outcomes. Peer

Educators will complete a pre- and post-survey that will be analyzed to show increases in sexual health knowledge and agency. Monthly reporting will track how data was used to inform decisions.

Objective 3: Develop and make the IOTAS education package available to interested organizations and other Planned Parenthood (PP) affiliates.

Activities: PPWP will revise the education package to include lessons learned after the launch of the textline. The package will include a technical tutorial, a Q&A style guide, student training curriculum, volunteer training materials, app software, and branding materials. PPWP will conduct outreach to PP affiliates and 20 additional providers to offer the package for replication of IOTAS.

Outcomes for Objective 3: Awareness will be increased among providers nationally about the availability of the IOTAS service as a replicable sexual health intervention. Partnerships will be established with organizations who may be interested in replicating. **Evaluation Metrics:** PPWP will track whether the education package is complete by the stated deadline and starting December 10, will monitor on a monthly basis to ensure progress on the number of organizations receiving outreach.

Project Timeline

June 1, 2016: Estimated award date.

June 1, 2016 – May 30, 2017: Manage all aspects of operating the IOTAS textline.

June 1 - 30, 2016: Finalize expanded marketing plan, hire part-time staff person.

July 15 - May 30, 2017: Recruit and conduct training for adult volunteers. Manage volunteers.

July 30 - May 30, 2017: Placement of online and transit ads targeted to youth in the four counties.

August 1 - May 30, 2017: Develop and post content on social media sites to build IOTAS' presence.

August 15: Finalize design of marketing materials for direct outreach to youth-serving organizations.

September 1 - May 30, 2017: In-person meetings with youth-serving orgs to introduce them to IOTAS.

September 1 - May 30, 2017: Attend health fairs and community/youth events to promote IOTAS.

December 1: Finalize education package materials.

December 10 - May 30, 2017: Conduct outreach to providers nationally to introduce IOTAS.

Project Future

Once IOTAS has been introduced in the four counties in this phase, we will reduce marketing expenses and transition the IOTAS Program Coordinator to a full-time position with three days/week focused on PPWP marketing work and the other two days dedicated to the IOTAS project. We anticipate needing about half as many funds as will be spent on this initial launch to maintain awareness of IOTAS in the community and we will seek support by approaching local foundations.

PPWP Governance, Executive Leadership, and Key Personnel/Staff Qualifications

PPWP's Board of Directors is the organization's governing body. We have 29 board members who represent the communities we serve. The Board's responsibilities include fiduciary oversight, fundraising, community representation, hiring the CEO, and strategic planning, and we have several standing committees including finance and audit, fundraising, community development, board development, and executive committee. Only the executive committee has the authority to make decisions on behalf of the board, however, at PPWP, the committee plans board meetings, vets issues, and gathers information so board discussions are as meaningful as possible.

Katie Horowitz, MPH, Vice President for Education acts as Project Manager for IOTAS. Ms. Horowitz has seven years of experience supervising staff, volunteers, and interns. She has worked in youth development for over eight years and in sexuality education for four. Over that time, she has been fortunate to do extensive work in both direct service and program administration, including teaching, curriculum development, grant-writing, training, financial management, community outreach and coalition-building, evaluation, health communications, promotional work, and more.

Planned Parenthood of Western Pennsylvania

Project Budget and Budget Narrative

Line Item Request	Line Item Explanation	Support from PPWP	Support from Other Funders	Requested Amount from Gimbel Fnd	Line Item Total of Project
Salary & Benefits project coordinator	21 hrs/wk x \$18/hr x 52wks \$19,656 X 24%			\$19,656 \$ 4,717	\$18,564 \$ 4,455
VP for Education	7hrs/wk X \$31.40/hr X 52wk \$11,430 x 24%	\$11,430 \$ 2,743			\$11,430 \$ 2,743
Travel for IOTAS program coordinator	Estimated 125 mile/wk for 50 weeks @ .42 per mile plus tolls and parking.			\$ 3,000	\$ 3,000
Marketing					
Bus ads	Interior – (6) 30 day runs		\$ 5,200	\$10,400	\$15,600
Facebook	20 week FB Campaign		\$ 1,400	\$ 2,400	\$ 3,800
Twitter	23 week boost campaign		\$ 800	\$ 1,500	\$ 2,300
Pandora	330,000 listens over 8 months			\$ 5,000	\$ 5,000
Print	Palm cards (21,000), brochures (2,000), and posters (500)		\$ 2,000	\$ 2,000	\$ 4,000
Postage/mailing			\$ 300		\$ 300
Phone pockets	1,000 pockets			\$ 1,000	\$ 1,000
Waterproof phone sleeves	750 sleeves	\$ 1,250			\$ 1,250
Media Consultant	Media strategy & plan		\$ 4,400		\$ 4,400
Application development	Development team charge for application		\$20,000		\$20,000
Application maintenance	\$75/hour x 100 hours		\$ 7,500		\$ 7,500
Training for volunteers and peer educators	Cost of print materials and food		\$ 900		\$ 700
Total Project Expenses		\$15,423	\$42,500	\$49,673	\$107,596

Budget Narrative:

1. Personnel - This section shows the salary and benefits for a part-time project coordinator who will work 21 hours per week and the Vice President for Education who will work seven hours per week on this project.

The project coordinator is responsible for scheduling and managing program volunteers and peer education staff, posting social media, coordinating the placement of advertising and making in-person contacts and attending community events in a five county area to promote the program.

The VP for Education is responsible for training the program volunteers, supervising the project coordinator, managing grant obligations, and addressing technology issues related to the project.

2. Travel

The IOTAS coordinator will be traveling to numerous counties in western Pennsylvania to create awareness and promote the program. The travel budget assumes that the coordinator will be traveling one day per week with an average mileage of 125 miles per day.

3. Marketing

The media consultant, Shift Collaborative, has recommended bus advertisements, and several forms of online advertising, including Facebook, Twitter, and Pandora, and print and promotional items to be used at health fairs and at community events. Bus advertisements are recommended because many young people use public transportation, and advertising in these vehicles is affordable allowing us to put ads in many busses covering a large area. Facebook and Twitter are recommended because the ads are highly customizable and affordable. Pandora runs ads during their programming capturing the listening audiences. With Facebook, Twitter, and Pandora specific audience can be targeted and analytics are available about who is viewing or listening.

4. Media Consultant

This represents the discounted cost to develop the media strategy, media plan and messaging and branding guide.

5. Application Development/ Application Maintenance

The application development is completed and this costs represents the amount spent for this work. The application maintenance is an estimate of the cost for the first year to work out any problems or make needed programming changes.

6. Training

The peer educators and volunteers will be trained on using the application, responding to texts and the program policies and procedures.

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VI. Sources of Funding: Please list your current sources of funding and amounts.

Secured/Awarded

Name of Funder: Foundation, Corporation, Government	Amount
The Forbes Fund	\$10,000
University of Pittsburgh	\$25,000
In-Kind contribution of a portion of the application design by the app development team	\$ 7,500
	\$42,500

Pending

Name of Funder: Foundation, Corporation, Government	Amount	Decision Date

Diversity of Funding Sources: A financially healthy organization should have a diverse mix of funding sources. Complete those categories that apply to your organization using figures from your most recent fiscal year.

Funding Source	Amount	% of Total Revenue	Funding Source	Amount	% of Total Revenue
Contributions	734,856	14.4	Program Fees	2,665,490	52.2
Fundraising/Special Events	121,863	2.4	Interest income	90,743	1.8
Corp/Foundation Grants	399,971	7.8	Other: Misc	12,266	.2
Government Grants	492,769	9.7	Release of assets	587,445	11.5

Notes: The release of assets represents money transferred from the temporarily restricted funds as grant obligations were fulfilled for education, public policy and electronic health record projects.

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VII. Financial Analysis

Agency Name: Planned Parenthood of Western Pennsylvania

Most Current Fiscal Year (Dates): From July 1, 2014 To: June 30, 2015

This section presents an overview of an applicant organization's financial health and will be reviewed along with the grant proposal. Provide all the information requested on your **entire organization**. Include any notes that may explain any extraordinary circumstances. Information should be taken from your most recent 990 and audit. **Double check your figures!**

Form 990, Part IX: Statement of Functional Expenses

1) Transfer the totals for each of the columns, Line 25- Total functional expenses (page 10)

(A) Total Expenses	(B) Program service expenses	(C) Management & general expenses	(D) Fundraising expenses
\$4,746,643 ✓	\$4,295,535 ✓	\$306,066 ✓	\$145,042 ✓

2) Calculate the percentages of Columns B, C, and D, over A (per totals above)

- Program services (B) – A general rule is that at least 75% of total expenses should be used to support programs
- Management & general administration (C) – A general rule is that no more than 15% of total expenses should be used for management & general expenses
- Fundraising (D) – A general rule is that no more than 10% of total expenses should be used for fundraising

(A) Total Expenses	(B) Program service expenses	(C) Management & general expenses	(D) Fundraising expenses
	Columns B / A x 100	Columns C / A x 100	Columns D / A x 100
Must equal 100%	90.5% ✓	6.4% ✓	✓ 3.1%

3) Calculate the difference between your CURRENT year budget for management & general expenses and your previous management & general expenses per your 990 (Column C)

Percentage of Organization's Current Total Budget used for Administration	Column C, Management & general expenses per 990 above	Differential
7 %	6.4 %	.6 %

If the differential is above (+) or below (-) 10%, provide an explanation:

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Quick Ratio: Measures the level of liquidity and measures only current assets that can be quickly turned to cash. A generally standard Quick Ratio equals 1 or more.

Cash	+ Accounts Receivables	/Current Liabilities	= Quick Ratio
\$1,059,519	\$345,189	329,004	4.3

Excess or Deficit for the Year:

Excess or (Deficit) Most recent fiscal year end	Excess or (Deficit) Prior fiscal year end
\$80,389(unrestricted)	\$ (344,044)

Notes: PPWP experienced a significant deficit in the prior fiscal year, and is working to improve operations to offset loss of productivity due to implementation of electronic health records, loss of revenue due to elimination of the state Medicaid waiver program for six months of the year and a state funding change that eliminated reimbursement for laboratory tests for approximately 40% of our clients.

PPWP's 2014 Form 990 is not complete at this time. We have the completed audited financial statements for 6/30/15, but our auditors have filed an "extension of time to file" the tax return. The 2013 990 with the audited financial statements from that time period are included with this application. The most recent financial statements for the period ending June 30, 2015 are included.

VIII. Application submission check list:

<u>Submit FOUR (4) Copies: 1 ORIGINAL (WITH ORIGINAL SIGNATURES) and 3 copies, collated and stapled together of the following:</u>	<u>Submit ONE (1) Copy:</u>
Completed Grant Application Form (cover sheet, narrative (4 pages maximum), budget page and budget narrative (see sample) and sources of funding, financial analysis page	A copy of your current 501(c)(3) letter from the IRS
A list of your Board members and their affiliations	A copy of your most recent year-end financial statements (audited if available; double-sided)
Your current operating budget and the previous year's actual expenses (see sample Budget Comparison)	A copy of your most recent 990 (double-sided)
Part IX only of the 990 form, Statement of Functional Expenses (one page). If you completed a 990-EZ, fill out the attached Part IX, Functional Expenses of the 990 form using figures from your 990-EZ	
For past grantees, a copy of your most recent final report.	

**PLANNED PARENTHOOD OF WESTERN PENNSYLVANIA, INC.
BOARD OF DIRECTORS
FY 2015 - 2016**

<u>Board Officers</u>	<u>Profession</u>	<u>Place of Employment</u>
BAILEY, Carole Chair	CPA/ CFO	East End Cooperative
KING, Carole Vice -Chair	PR and Media Consultant	King Communications
ABRAHAM, James Treasurer	Attorney	James E. Abraham, LLC
ZELMANOV, Elaine Secretary	Grant Writer	Asst. Director for Corporate Foundations and Government Grants, Chatham University
<u>Board Members</u>		
BRANT, Gary	President	Brant, Hickey and Assoc.
CULLEN, Lynn	Radio personality	Pittsburgh City Paper
DAVIES, Jamini	Teacher/ Community member	Not employed
DOBBINS, Susan	Attorney	Office of Disciplinary Counsel Disciplinary Board of the Supreme Court of Pennsylvania
FOSTER, Rebecca	Economic Development	Consultant
GARBISCH, Sandra	School Board Member/ Community Volunteer	Fox Chapel School Board
HAUSER, Mike	VP, School Resources & Services	ConCorRX Holdings
JOHNSON, Mary Ellen	Certified Public Accountant	Retired
KAMARA, Abass	Political Consultant	The Carey Group
LEAHY, Larry	Dentist	private practice
LOVELACE, John	President	UPMC for You
McHUGH, Maureen	Professor of Psychology	Indiana University of Pennsylvania
MOGHADDAM, Bitra	Professor, Neuroscientist	University of Pittsburgh
OLSZEWSKI, Deborah	Professional Liability Attorney	Allegheny Health Network
PAKLER, Katie	Attorney	Kids Voice
PARSAKIAN, Richard	Business Owner	EONS Fashion

PLANNED PARENTHOOD OF WESTERN PA INC
Profit & Loss FY15 actual compared to FY16 budget

	<u>Jul 14 - Jun 15</u>	<u>Budget 2016</u>	<u>Variance</u>
Income			
Contributions - ALL			
Individual Contributinos	856,719.00	656,000.00	200,719.00
Foundation Grants	399,971.00	350,000.00	49,971.00
Total Contributions - ALL	<u>1,256,690.00</u>	<u>1,006,000.00</u>	250,690.00
State & Federal Funding	492,769.00	400,500.00	92,269.00
Patient Fees	2,665,490.00	2,940,000.00	(274,510.00)
Total Medical Income	<u>3,158,259.00</u>	<u>3,340,500.00</u>	(182,241.00)
Interest & investment Income	90,743.00	97,165.00	(6,422.00)
Miscellaneous Income	12,266.00	0.00	12,266.00
Release of Net Assets per F/S	587,445.00	362,500.00	224,945.00
Total Income	<u>5,105,403.00</u>	<u>4,806,165.00</u>	299,238.00
Expenses			
Wages	2,466,484.00	2,348,154.00	118,330.00
Employee Benefits	531,584.00	515,354.00	16,230.00
Occupancy	198,466.00	203,000.00	(4,534.00)
Telephone	59,601.00	56,800.00	2,801.00
Insurance	90,334.00	99,000.00	(8,666.00)
Technology Support	150,838.00	167,500.00	(16,662.00)
Equipment Maint/Rental	57,643.00	61,100.00	(3,457.00)
Advertising and Publications	36,963.00	39,574.00	(2,611.00)
Peer Ed Stipends	26,740.00	18,000.00	8,740.00
Travel	28,856.00	24,000.00	4,856.00
Medical Supplies	551,466.00	500,000.00	51,466.00
Lab Services	127,907.00	122,000.00	5,907.00
Office and Program Supplies	49,538.00	37,500.00	12,038.00
Federation and State Dues	103,116.00	98,120.00	4,996.00
Security	44,874.00	47,000.00	(2,126.00)
Audit/professional fees	30,700.00	52,500.00	(21,800.00)
Special Event Costs	37,963.00	30,000.00	7,963.00
Interest Expense	8,302.00	8,500.00	(198.00)
Bad Debt Expense	150,388.00	60,000.00	90,388.00
Billing - outsource	18,627.00	70,000.00	(51,373.00)
credit card & license fees	17,247.00	15,000.00	2,247.00
Miscellaneous	24,476.00	18,500.00	5,976.00
Depreciation	209,821.00	210,000.00	(179.00)
Total Expense	<u>5,021,934.00</u>	<u>4,801,602.00</u>	220,332.00
	83,469.00	4,563.00	78,906.00
Total Investment Gains (Losses)	<u>(3,080.00)</u>	<u>0.00</u>	<u>(3,080.00)</u>
Total Income (Loss)	<u>80,389.00</u>	<u>4,563.00</u>	<u>75,826.00</u>

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21	0			
2 Grants and other assistance to individuals in the United States. See Part IV, line 22	0			
3 Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16.	0			
4 Benefits paid to or for members	0			
5 Compensation of current officers, directors, trustees, and key employees	94,875.	81,062.	9,327.	4,486.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0			
7 Other salaries and wages	1,942,258.	1,683,684.	179,751.	78,823.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	91,670.	79,413.	8,508.	3,749.
9 Other employee benefits	393,017.	340,466.	36,478.	16,073.
10 Payroll taxes	132,661.	114,923.	12,313.	5,425.
11 Fees for services (non-employees):				
a Management	0			
b Legal	8,687.		8,687.	
c Accounting	23,446.	22,743.	703.	
d Lobbying	0			
e Professional fundraising services. See Part IV, line 17.	0			
f Investment management fees	0			
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.)	48,897.	34,455.	10,454.	3,988.
12 Advertising and promotion	48,266.	45,709.	218.	2,339.
13 Office expenses	103,915.	89,046.	5,612.	9,257.
14 Information technology	149,479.	142,834.	3,946.	2,699.
15 Royalties	0			
16 Occupancy	188,916.	176,173.	7,647.	5,096.
17 Travel	24,039.	19,195.	2,863.	1,981.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials	0			
19 Conferences, conventions, and meetings	0			
20 Interest	10,620.	6,343.	3,562.	715.
21 Payments to affiliates	90,310.	81,902.	4,326.	4,082.
22 Depreciation, depletion, and amortization	196,819.	196,819.		
23 Insurance	98,490.	97,304.	609.	577.
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a <u>STIPENDS</u>	21,480.	21,480.		
b <u>MEDICAL SUPPLIES AND LAB SER</u>	572,281.	572,281.		
c <u>BAD DEBTS</u>	393,625.	393,625.		
d <u>EQUIPMENT MAINTENANCE & RENT</u>	56,858.	48,296.	4,800.	3,762.
e All other expenses	56,034.	47,782.	6,262.	1,990.
25 Total functional expenses. Add lines 1 through 24e	4,746,643.	4,295,535.	306,066.	145,042.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)	0			

IOTAS

IT'S OKAY TO ASK SOMEONE

IT'S  OK TO
 ASK SOMEONE

IT'S
 OK TO
 ASK
SOMEONE



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248349863
Mar. 12, 2010 LTR 4168C E0
25-0965474 000000 00

00017268
BODC: TE

PLANNED PARENTHOOD OF WESTERN
PENNSYLVANIA INC
933 LIBERTY AVE
PITTSBURGH PA 15222-3701



000125

Employer Identification Number: 25-0965474
Person to Contact: Ms. Riley
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Mar. 03, 2010, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in December 1942.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Beginning with the organization's sixth taxable year and all succeeding years, it must meet one of the public support tests under section 170(b)(1)(A)(vi) or section 509(a)(2) as reported on Schedule A of the Form 990. If your organization does not meet the public support test for two consecutive years, it is required to file Form 990-PF, Return of Private Foundation, for the second tax year that the organization failed to meet the support test and will be reclassified as a private foundation.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

BOARD OF DIRECTORS

May 27, 2016

Philip Savage IV
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Sean Varner
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President & CEO

Pat Spafford, CPA
Chief Financial Officer

Planned Parenthood of Western Pennsylvania

Sergio Bohon
Secretary of the Board

933 Liberty Avenue

Glenda Bayless

Pittsburgh, PA 15222

Dr. Paulette Brown-Hinds

Dear Ms. Evert:

Rabbi Hillel Cohn

Congratulations! A grant has been approved for **Planned Parenthood of Western Pennsylvania** in the amount of \$50,000 from the S.L. Gimbel Foundation. The **performance period for this grant is May 16, 2016 to May 16, 2017**. Additional funding beyond the performance period is not guaranteed. It is highly recommended that alternative funding sources be sought accordingly. The grant is to support the following as specified in your proposal:

James Cuevas
Immediate Past Board Chair

To support the confidential, youth-friendly "It's OK to Ask Someone" (IOTAS) textline education program to four counties.

Paul Granillo

Stanley Grube

Kirk Harns

Dr. Fred Jandt

Andrew Jaramillo

This grant is subject to the terms outlined in the enclosed Grant Agreement. After you have reviewed the terms and conditions of the Grant Agreement, **please sign and date the agreement and return with original signature to The Community Foundation by Wednesday, June 15, 2016**. Be sure to copy the signed agreement for your records. Funds will be released upon receipt of the signed Grant Agreement.

Dr. Albert Karnig

D. Matthew Pim

Teresa Rhyne

Kathleen Sawa

Dr. Henry Shannon

Tamara Sipos

A condition of this grant is that you agree to submit the Grant Evaluation Form which includes a narrative report and fiscal report. **The Grant Evaluation is due by June 15, 2017** and a copy will be available online.

Beverly Stephenson

Randall Tagam

Diane Valenzuela

We wish you great success and look forward to working with you during the grant performance period. If you have any questions, please call me at 951-241-7777, ext. 114, or email me at ccudiamat@thecommunityfoundation.net.

Dr. Jonathan Lorenzo Yorba
President and CEO

Sincerely,



Celia Cudiamat

Executive Vice President of Programs

22493 Planned Parenthood of Western Pennsylvania 20160265 GIMB1



2016 S.L. Gimbel Foundation Fund
Grant Agreement

Organization:	Planned Parenthood of Western Pennsylvania	
Grant Amount:	\$50,000	Grant Number: 20160265
Grant Period:	May 16, 2016 through May 16, 2017	
Purpose:	To support the confidential, youth-friendly "It's OK to Ask Someone" (IOTAS) textline education program to four counties.	

1. Use of Grant Funds

Grant funds must be expended within the grant period, for the purpose and objectives described in your grant proposal. Grant funds may not be expended for any other purpose without prior written approval by The Community Foundation. If there are significant difficulties in making use of the funds as specified in your proposal, or if the grant funds cannot be spent within the grant period, notify us in writing promptly.

Formal requests for extensions or variances must be submitted to the Foundation's Board of Directors for approval a minimum of 60 days before the end of the grant period.

Requests for variances or extensions are reviewed on a case-by-case basis and approved by the Board of Directors. If a request is denied, unused funds must be immediately refunded to the Foundation.

2. Payment of Grant Funds

The grant funds will be paid in full by the Foundation upon receipt of the signed Grant Agreement. Challenge grant funds will be paid in full upon receipt of the signed Grant Agreement and upon receipt of documentation providing evidence that condition(s) of the challenge grant has/have been met.

3. Certification and Maintenance of Exempt Organization Status

This grant is specifically conditioned upon Grantee's status as an eligible grantee of The Community Foundation. The Foundation has obtained a copy of the Grantee's IRS determination letter. Grantee confirms that it has not had any change in its tax-exempt status, and shall notify the Foundation immediately of any such change.

4. Final Report and Records

The Grantee will submit the Grant Evaluation report per the deadline set forth in the award letter. This report includes a narrative on outcomes based on goals and objectives set forth in the grant proposal and an expenditure report documenting use of grant funds. If equipment was purchased, copies of receipts need to be included.

5. Grantee's Financial Responsibilities

Grantee will keep records of receipts and expenditures of grant funds and other supporting documentation related to the grant at least four (4) years after completion of the grant and will make such records of receipts, expenditures and supporting documentation available to the Foundation upon request.

6. Publicity

The Community Foundation recommends publicity for the grant and acknowledging The Community Foundation in internal correspondence, brochures as appropriate; newsletters, annual reports and email blasts or e-newsletters.

The credit line of "Made possible in part by a grant from the "S.L. Gimbel Foundation Advised Fund at The Community Foundation – Inland Southern California" is suggested. When your donors are listed in printed materials, include the S.L. Gimbel Foundation Advised Fund at The Community Foundation in the appropriate contribution size category. When publishing our name, please note the "The" at the beginning of our name is a legal part of our name. It should always be used and capitalized. Attaching our logo is also appreciated. Our logo can be downloaded from our website at www.thecommunityfoundation.net.

Email our Marketing & Communications Officer, Charee Gillins, at cgillins@thecommunityfoundation.net with any publicity questions as well as any copies of any printed or publicity materials that highlight the grant.

7. Indemnification

In the event that a claim of any kind is asserted against the Grantee or the Foundation related to or arising from the project funded by the Grant and a proceeding is brought against the Foundation by reason of such claim, the Grantee, upon written notice from the Foundation, shall, at the Grantee's expense, resist or defend such action or proceeding, at no cost to the Foundation, by counsel approved by the Foundation in writing.

Grantee hereby agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless the Foundation, its offices, directors, employees, and agents, from and against any and all claims, liabilities, losses, and expenses (including reasonable attorneys' fees) directly, indirectly, wholly, or partially arising from or in connection with any act or omission by Grantee, its employees, or agents in applying for or accepting the Grant, in expending or applying the Grant funds or in carrying out any project or program supported by the Grant, except to the extent that such claims, liabilities, losses, and expenses arise from or in connection with any bad faith act or omission by the Foundation, its officers, directors, employees, or agent.

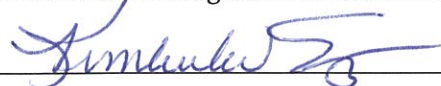
8. Termination

The Community Foundation may terminate this agreement, withhold payments, or both at any time, if, in the Community Foundation's judgment: a) The Community Foundation is not satisfied with the quality of the Grantee's progress toward achieving the project goals and objectives; b) the Grantee dissolves or fails to operate; c) the Grantee fails to comply with the terms and conditions of this agreement.

9. Limitation of Support

This Agreement contains the entire agreement between the parties with respect to the Grant and supersedes any previous oral or written understandings or agreements.

I have read and agree to the terms and conditions of the Grant Agreement.



Signature

6-3-16

Date


Kimberlee Evert

Printed Name

President and CEO

Title

Organization: 22493 Planned Parenthood of Western Pennsylvania
Grant Number: 20160265



Bridgeville
Greensburg
Johnstown
Moon Township
Pittsburgh
Somerset

Kimberlee S. Evert, M.P.H.
President & CEO

Beatrice Chen, M.D.
Medical Director

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

June 3, 2016

The Community Foundation

Celia Cudiamat

Executive Vice President of Programs

3700 Sixth Street, Suite 200

Riverside, California 92501

Dear Ms. Cudiamat,

We were thrilled to receive your letter notifying us of the grant awarded to Planned Parenthood of Western Pennsylvania from the S.L. Gimbel Foundation. Please share our appreciation with the Trustees who have given us this valuable opportunity to expand the *IOTAS* textline and provide confidential, medically accurate sexuality information to improve overall health outcomes for young people in Western Pennsylvania.

The sign paperwork is enclosed for your files. Thank you again for your support of Planned Parenthood of Western Pennsylvania's efforts to make a meaningful difference in the lives of the young people in our community.

Sincerely,



Kimberlee Evert
President and CE



Strengthening Inland Southern California through Philanthropy



BOARD OF DIRECTORS

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Kathleen Sawa

Dr. Henry Shannon

Tamara Spos

Beverly Stephenson

Randall Tagami

Diane Valenzuela

Dr. Jonathan Lorenzo Yorba
President and CEO

June 21, 2016

S. L. Gimbel Foundation Fund

Ms. Kimberlee Evert
President & CEO
Planned Parenthood of Western Pennsylvania
933 Liberty Avenue
Pittsburgh, PA 15222

Dear Ms. Evert:

The Community Foundation is pleased to enclose a grant check for \$50,000 from the S. L. Gimbel Foundation, a component fund at The Community Foundation. By cashing the grant check, you are agreeing to the conditions stated under the *Terms of Grant* which you have signed and returned. **The completed Grant Evaluation form is due by June 15, 2017** and will be available online on The Community Foundations website under Grants/Forms. Please note that any grant variances or extensions must be requested in writing and in advance. Any remaining grant funds must be returned to The Community Foundation at the end of the grant period.

Please use the following grant recognition credit for your newsletter or annual report: "The It's Okay to Ask Someone (IOTAS) Program is supported by a grant from The S. L. Gimbel Foundation."

Please feel free to contact me at 951-241-7777, ext. 114, if you have any questions.

Sincerely,

Celia Cudiamat
Executive Vice President of Programs

20160265

40970

GIMBPP



Confirmed in Compliance
with National Standards for
U.S. Community Foundations

3700 Sixth Street, Suite 200 ~ Riverside, California 92501
P: 951.241.7777 ~ F: 951.684.1911 ~ www.thecommunityfoundation.net

The Community Foundation

Strengthening Inland Southern California through Philanthropy
 3700 SIXTH STREET, SUITE 200
 RIVERSIDE, CA 92501
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40970

PAY * Fifty Thousand and no/100 *

TO THE ORDER OF

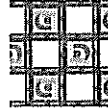
DATE

AMOUNT

06/16/2016

\$ ****50,000.00

Planned Parenthood of Western Pennsylvania
 933 Liberty Avenue
 Pittsburgh, PA 15222



Colin Anderson

AUTHORIZED SIGNATURE

Security features. Details on back.

⑈040970⑈ ⑆122234149⑆ 244124437⑈

The Community Foundation

40970

22493 Planned Parenthood of Western Pennsylvania 06/16/2016 040970

20160265	05/26/2016	Support the "It's OK to Ask Someone" textline program	50,000.00
GIMB	S.L. Gimbel Foundation Advised Fund		50,000.00

CHECK TOTAL: \$ ****50,000.00

The Community Foundation

40970

22493 Planned Parenthood of Western Pennsylvania 06/16/2016 040970

20160265	05/26/2016	Support the "It's OK to Ask Someone" textline program	50,000.00
GIMB	S.L. Gimbel Foundation Advised Fund		50,000.00

CHECK TOTAL: \$ ****50,000.00