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Nonprofit portrait provided by The Community Foundation Serving Richmond & Central Virginia

Virginia League For Planned Parenthood, Inc.



General Information

Contact Information

| | |
|------------------|--|
| Nonprofit | Virginia League For Planned Parenthood, Inc. |
| Address | 201 North Hamilton Street Richmond, VA 23221 |
| Phone | 804 482-6133 |
| Fax | 804 355-5216 |
| Web Site | www.plannedparenthood.org/virginia-league |
| Facebook | facebook.com/ |
| Twitter | @ |

At A Glance

| | |
|---|---|
| Year of Incorporation | 1942 |
| Former Names | Planned Parenthood of Southeastern Virginia |
| Organization's type of tax exempt status | Public Supported Charity |

Statements & Search Criteria

Mission

Our mission is to ensure that individuals and families have the freedom, information, and ability to make their own informed reproductive choices. We believe that each individual has a basic right to control his/her reproductive life. Individual control will lead to a better quality of life and stronger families and communities. Reproductive health decisions must be voluntary and private.

Background

The Virginia League for Planned Parenthood (VLPP) has been providing reproductive health care services for over seventy years.

On January 1, 2015, VLPP and Planned Parenthood of Southeastern Virginia (PPSEV) merged and now operate as the Virginia League for Planned Parenthood. PPSEV served the Hampton Roads area, with affiliates in Virginia Beach and Hampton, since its founding in 1965. Our service area now includes approximately 50 cities and counties in the Greater Richmond and Greater Hampton Roads Metropolitan areas.

VLPP provides a full range of affordable, high-quality reproductive and primary health care services including annual exams, Pap smears, breast exams, diagnosis and treatment of pre-cancerous cervical conditions, STI screenings and treatment, transgender health services, abortion services, and comprehensive primary care services,

VLPP also provides research-based sexuality education programs throughout the Metro Richmond and Greater Hampton Roads areas. These programs provide young people with the information they need to make healthy life decisions.

VLPP is the only local provider of low-cost follow-up procedures for women who experience an abnormal Pap test result.

Impact

The Virginia League for Planned Parenthood provides affordable, high-quality reproductive and primary health care, research-based sexuality education programs, and conducts community education about reproductive rights issues for the Greater Richmond and Greater Hampton Roads Metro regions. VLPP operates three health centers in Richmond, Virginia Beach, and Hampton. Our health care services for low to moderate income patients include annual gynecological exams, Pap smears, STI testing and treatment, breast exams, diagnosis and treatment of precancerous cervical conditions, abortion services, transgender health services, and comprehensive primary care services.

Our health centers in Richmond, Virginia Beach, and Hampton saw over 18,000 patients in 2016.

This year, VLPP has:

- seen over 1,300 patients for annual preventative visits, including annual gynecological exams, Pap smears, breast exams, and symptomatic STI testing as recommended;
- provided 213 patients with follow-up care after an abnormal Pap smear;
- fully integrated our primary care services;
- begun offering transgender health services. VLPP serves transgender people and people at various places on the spectrum of gender identity and expression, and we are committed to improving the way transgender people receive health care in our region. We have updated our services to ensure that all of our services are trans-inclusive, and we now offer hormone treatment.

Needs

Over the next year, our greatest challenges will be:

1. Implementing a full electronic medical records system in our Hampton Roads health centers;
2. Building our sustainable education fund, so that the youth of Virginia will have a resource that they can count on to provide accurate sexuality education;
3. Continuing to serve our growing patient population throughout our service area.

Areas Of Service

Areas Served

Areas

Metro Richmond
Richmond, City
Chesterfield County
Colonial Heights, City
Goochland County
Hanover County
Henrico County
Powhatan County
Charles City County
King and Queen County
Lancaster County
Middlesex County
New Kent County
Northumberland County
Tri-cities Region
Hampton Roads
Dinwiddie County
Essex County
Hopewell, City
Richmond County
Sussex County
Gloucester County
Mathews County
Westmoreland County

The Virginia League serves the Greater Richmond Metro and Greater Hampton Roads Metro areas. These cities and counties include: Amelia, Caroline, Charles City, Chesterfield, Cumberland, Essex, Goochland, Hanover, Henrico, King and Queen County, King George, King William, Lancaster, Lunenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Richmond County, Westmoreland, Accomack, Northampton, Mathews, Gloucester, York, Dinwiddie, Mecklenburg, Brunswick, Greensville, Sussex, Prince George, Surry, Southampton, Isle of Wight, James City County, and the Cities of Colonial Heights, Petersburg, Suffolk, Williamsburg, Newport News, Hampton, Chesapeake, Norfolk, and Virginia Beach, and Richmond.

Service Categories

Reproductive Health Care

Programs

Programs

VLPP Services

| | |
|--------------------------|--|
| Description | Family Planning, Medical Services And Educational Programs, Including Community Outreach. |
| Budget | \$0.00 |
| Long term Success | We anticipate about 32,000 visits across our three health centers in our next fiscal year. |

Board & Governance

Board Chair

| | |
|----------------------------|----------------------------|
| Board Chair | Ms. Allison Cooper |
| Company Affiliation | Corrigan Partners, LLC |
| Term | July 2016 to June 2018 |
| Email | allisonsherwat@hotmail.com |

Board Members

| Name | Affiliation | Status |
|----------------------|--|---------------|
| Hayley Cleary | Virginia Commonwealth University | Voting |
| Allison Cooper | Community Volunteer | Voting |
| Dr. Mona Danner | Old Dominion University | Voting |
| Deborah Freeman | Community Volunteer | Voting |
| Dr. Aaron Goldberg | VCU Health System | Voting |
| Paulina Hidalgo | Virginia Capital Partners | Voting |
| Kathleen Holman | Davenport & Company | Voting |
| Christine Isaacs | Virginia Commonwealth University | Voting |
| Jennifer McClellan | Community Volunteer | Voting |
| Paulette McElwain | Virginia League for Planned Parenthood | NonVoting |
| Karen Miller | Community Volunteer | Voting |
| Audra Mitchell | Community Volunteer | Voting |
| Joseph O'Connor | Community Volunteer | Voting |
| Fred Orelove | Community Volunteer | Voting |
| Dr. Meera Pahuja | VCU Health System | Voting |
| Mary Priddy | Goodman Allen & Filetti | Voting |
| Tom Shields | University of Richmond | Voting |
| Leslie F. Spasser | Bodker Ramsey Andrews Winograd & Wildstein | Voting |
| Dr. Barbara Winstead | Community Volunteer | Voting |

Board Demographics - Ethnicity

| | |
|--|----|
| African American/Black | 1 |
| Asian American/Pacific Islander | 1 |
| Caucasian | 14 |
| Hispanic/Latino | 2 |
| Native American/American Indian | 0 |

Board Demographics - Gender

| | |
|-------------|---|
| Male | 4 |
|-------------|---|

| | |
|--------------------|----|
| Female | 14 |
| Unspecified | 0 |

Governance

| | |
|---|-----|
| Board Term Lengths | 3 |
| Board Term Limits | 2 |
| Board Meeting Attendance % | 0 |
| Written Conflict of Interest Policy? | Yes |
| Percentage Making Monetary Contributions | 100 |
| Percentage Making In-Kind Contributions | 0 |
| Number of Full Board Meetings Annually | 4 |

Standing Committees

Board Governance

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Finance

Management

Executive Director/CEO

| | |
|---------------------------|---------------------------|
| Executive Director | Ms. Paulette McElwain |
| Term Start | Jan 2007 |
| Email | paulettemcelwain@vlpp.org |

Experience

President & CEO, Virginia League for Planned Parenthood (1/2007-current)

Oversee all day to day operations of agency including women's healthcare clinic, education and advocacy programs and fundraising activities. Provide leadership to staff and board. Execute agency's strategic plan.

- Launched and completed \$4.6 million capital campaign
- Managed \$2.6 million renovation of agency's LEED certified headquarters

Vice President of Operations, Virginia League for Planned Parenthood (5/2005-12/06)

Oversee all day to day operations of agency including women's healthcare clinic, education and advocacy programs and fundraising activities.

- Planned, obtained funding for and launched prenatal care clinic for low-income, non-Medicaid eligible women. In the course of building this program, recruited a team of seven volunteer Ob/Gyns from VCUHS to oversee and staff medical aspects of program.

Vice President – Development, Virginia League for Planned Parenthood (1/2004-4/2005)

Planned and oversaw all aspects of the agency's fundraising activities including direct mail, major gifts cultivation, capital campaign planning and execution, and special events. Serve in the place of the President when necessary.

- At outset, performed analysis of past campaigns to develop plan for 2004 that yielded more than a 20% increase in individual giving and a 75% increase in special event attendance.
- Added the capacity for quantitative analysis that has increased efficiencies in all aspects of the organization's operations including a healthcare clinic.

Development Research Analyst, Christian Children's Fund (4/2002-12/2003)

Planned and conducted statistical and demographic analysis of donor base to identify and evaluate prospects for major gifts and planned gift campaigns and for regional targeting. Performed trending, benchmarking and other investigative analyses to support various campaigns. Designed direct mail campaign strategy for major and planned giving units based on knowledge gained from various analyses. Developed, implemented and managed systems to track prospects for cultivation and stewardship purposes.

- Analyzed the agency's major gifts campaign goals and implemented a cost effective plan to provide the major gifts team with an adequate number of prospects to meet \$50 million campaign goal. To accomplish this, information sources novel to non-profit development were utilized in combination with more traditional resources.
- Creatively employed the use of a Web-based marketing intelligence suite of tools and existing systems to analyze donor pool to identify major gifts and planned gift prospects and to track donor performance.
- Performed analysis of direct mail, major gift, planned gift and TV campaigns to identify trends to analyze campaign performance and assist in future campaign planning.

Senior Staff

| <u>Name</u> | <u>Title</u> |
|---------------------|-------------------------|
| Hannah Burson | Chief Financial Officer |
| Ms. Meghan Prichard | COO |

Staff

| | |
|------------------------|----|
| Full Time Staff | 62 |
|------------------------|----|

| | |
|------------------------|----|
| Part Time Staff | 10 |
| Volunteers | 0 |
| Contractors | 4 |
| Retention Rate | 0 |

Plans

| | |
|---|----------|
| Organization has a Fundraising Plan? | Yes |
| Organization has a Strategic Plan? | Yes |
| Years Strategic Plan Considers | 5 |
| Date Strategic Plan Adopted | May 2016 |
| Management Succession Plan? | No |
| Organization Policy and Procedures | Yes |
| Nondiscrimination Policy | Yes |
| Whistleblower Policy | Yes |
| Document Destruction Policy | Yes |

External Assessments and Accreditations

| <u>Assessment/Accreditation</u> | <u>Year</u> |
|---|-------------|
| Better Business Bureau of Central VA - Accredited Charity | 2017 |

Financials

Fiscal Year

| | |
|---------------------------------|----------------|
| | July |
| Fiscal Year | 2017 |
| Projected Revenue | \$8,259,451.00 |
| Projected Expenses | \$7,870,391.00 |
| Endowment Value | 0 |
| Spending Policy | N/A |
| Percentage (if selected) | 0% |

Form 990s

[Form 990](#)
[Form 990](#)
[Form 990](#)
[Form 990](#)
[Form 990](#)
[Form 990](#)
[Form 990](#)
[Form 990 1/1/09 - 6/30/09](#)

Detailed Financials

Revenue and Expenses

| Fiscal Year | 2016 | 2015 | 2014 |
|-----------------------|-------------|-------------|-------------|
| Total Revenue | \$7,515,374 | \$5,713,128 | \$3,344,944 |
| Total Expenses | \$7,450,582 | \$5,765,976 | \$3,452,151 |

Revenue Sources

| Fiscal Year | 2016 | 2015 | 2014 |
|---|-------------|-------------|-------------|
| Foundation and Corporation Contributions | \$481,000 | \$325,000 | -- |
| Government Contributions | \$0 | \$0 | \$0 |
| Federal | -- | -- | -- |
| State | -- | -- | -- |
| Local | -- | -- | -- |
| Unspecified | -- | -- | -- |
| Individual Contributions | \$2,452,329 | \$1,912,414 | \$1,345,359 |
| Indirect Public Support | -- | -- | -- |
| Earned Revenue | \$4,495,440 | \$3,175,082 | \$1,833,316 |
| Investment Income, Net of Losses | \$4,149 | \$28,731 | \$117,019 |
| Membership Dues | -- | -- | -- |
| Special Events | -- | -- | -- |
| Revenue In-Kind | \$54,627 | \$60,679 | -- |
| Other | \$27,829 | \$211,222 | \$49,250 |

Expense Allocation

| Fiscal Year | 2016 | 2015 | 2014 |
|---|-------------|-------------|-------------|
| Program Expense | \$6,702,252 | \$5,057,215 | \$3,069,039 |
| Administration Expense | \$485,523 | \$448,284 | \$190,304 |
| Fundraising Expense | \$262,807 | \$260,477 | \$192,808 |
| Payments to Affiliates | -- | -- | -- |
| Total Revenue/Total Expenses | 1.01 | 0.99 | 0.97 |
| Program Expense/Total Expenses | 90% | 88% | 89% |
| Fundraising Expense/Contributed Revenue | 9% | 12% | 14% |

Assets and Liabilities

| Fiscal Year | 2016 | 2015 | 2014 |
|-----------------------|-------------|-------------|-------------|
| Total Assets | \$5,470,102 | \$9,807,388 | \$5,330,708 |
| Current Assets | \$929,793 | \$816,133 | \$562,872 |
| Long-Term Liabilities | \$944,724 | \$2,716,993 | -- |
| Current Liabilities | \$242,740 | \$444,605 | \$1,181,142 |
| Total Net Assets | \$4,282,638 | \$6,645,790 | \$4,149,566 |

Short Term Solvency

| Fiscal Year | 2016 | 2015 | 2014 |
|---|------|------|------|
| Current Ratio: Current Assets/Current Liabilities | 3.83 | 1.84 | 0.48 |

Long Term Solvency

| Fiscal Year | 2016 | 2015 | 2014 |
|------------------------------------|------|------|------|
| Long-Term Liabilities/Total Assets | 17% | 28% | 0% |

Top Funding Sources

| Fiscal Year | 2016 | 2015 | 2014 |
|---|------|------|------|
| Top Funding Source & Dollar Amount | -- | -- | -- |
| Second Highest Funding Source & Dollar Amount | -- | -- | -- |
| Third Highest Funding Source & Dollar Amount | -- | -- | -- |

Capital Campaign

| | |
|---|-----|
| Currently in a Capital Campaign? | No |
| Goal | 0 |
| Capital Campaign Anticipated in Next 5 Years? | Yes |

State Charitable Solicitations Permit

| | |
|--------------|--------------|
| Permit? | Yes Nov 2017 |
| Registration | Yes 0 |



The Community Foundation Serving Richmond & Central Virginia
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 804-330-7400

