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

VLPP also provides research-based sex 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.

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 20,000 patients in 2017.

This year, VLPP has:

- seen over 8,600 patients for primary care visits;
- saw over 600 patients for transgender health services, including hormone therapy. 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.

Needs

Over the next year, our greatest challenges will be:

1. 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;
2. 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, Greenville, 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, 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
Dr. Faye Belgrave	Virginia Commonwealth University	Voting
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
Tom Perriello	Former Congressman	Voting
Mary Priddy	Goodman Allen & Filetti	Voting
Leslie F. Spasser	Bodker Ramsey Andrews Winograd & Wildstein	Voting
Dr. Barbara Winstead	Community Volunteer	Voting

Board Demographics - Ethnicity

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

Board Demographics - Gender

Male	4
Female	15
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	72
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Part Time Staff	12
Volunteers	0
Contractors	2
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	2018
Projected Revenue	\$8,922,566.15
Projected Expenses	\$8,618,188.55
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? Yes

Campaign Purpose

VLPP's Hamilton Street health center is currently operating at full capacity, and VLPP plans to open a second health center in Richmond's East End.

Goal 4500000

Dates Jan 2018 to 0

Amount Raised To Date 500000 as of Feb 2018

Capital Campaign Anticipated in Next 5 Years? No

State Charitable Solicitations Permit

Permit? Yes May 2018

Registration Yes 0



The Community Foundation Serving Richmond & Central Virginia
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