



2020 ANNUAL REPORT





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A MESSAGE FROM US

New Yorkers have been counting on Public Health Solutions (PHS) for over 60 years. We have been here when a single parent lost their job and could not afford health insurance and food for their family. We have been a support system to help a high-risk pregnant teenager deliver a healthy baby, complete their education, and pursue a career. And we were there to help change harmful menthol tobacco and vaping policies targeting New York's youth and Black communities.

At PHS, our staff help underserved New Yorkers and their families live healthier lives by doing one simple thing: connecting them with health and social services all over the city.

The COVID-19 pandemic tested the resolve and resources of every single public and private organization that makes up the healthcare and social services ecosystem in New York City. PHS was no exception.

As NYC quickly became the epicenter of a public health crisis, unemployment skyrocketed and many businesses were forced to scale back or close. Thousands of New Yorkers found themselves in desperate need of essential services such as food and health insurance.

To match these needs of the moment, we rapidly evolved our programs to offer virtual support, ensuring that there

“The pandemic not only exposed cracks in the city’s health and social service support systems, magnifying disparities we always knew existed, but also affirmed that achieving health equity for all New Yorkers requires bold action.”

was no disruption in services for those who rely on us. Meanwhile, many of our service sites remained open on modified schedules, with stringent safety protocols in place for everyone's safety.

We launched a digital portal that allowed New Yorkers to safely connect with services they needed. Beyond enrollment in PHS' own community services – SNAP benefits, health insurance, WIC, and reproductive and maternal health services – the portal allowed our staff to also connect New Yorkers to a host of other services like housing, mental health, legal support and more. Then, we reimagined our fundraising efforts to conduct community outreach ensuring that New Yorkers in need knew they could come to PHS for help.

The pandemic not only exposed cracks in the city's health and social service support systems, magnifying disparities we always knew existed, but it also affirmed that achieving health equity for all New Yorkers requires bold action. This, of course, means recognizing that "health" is a function of what happens not only in healthcare settings, but also in homes, schools, workplaces, and neighborhoods.

We are committed to revolutionizing community health and improving the lives of millions of New Yorkers by building social service collaborations along with a centralized resource network that bridges healthcare and thousands of on-the-ground social service organizations. The challenge is urgent and it's big.

The good news is PHS is already taking it on. We're currently scaling our network of social service

collaborations with the goal of becoming a "one-stop-resource" for all New Yorkers' needs. We're developing a blueprint for how healthcare and social services can work together on a large scale to improve health outcomes. And we're electronically connecting people in real time to our staff for assistance in enrolling in services.

Even as we write this message looking back on a difficult year and a half, we are cautiously hopeful. Today, about 80% of adults in New York City have had at least one dose of the COVID-19 vaccine. Businesses are getting back on their feet, and after 18 months of pandemic restrictions, public schools have reopened.

There is a long way to go ahead of us, but we remain committed and ready to meet the city's public health challenges. Thank you for your partnership in helping us build back better, stronger and healthier.



A handwritten signature in black ink, reading "Lisa David".

Lisa David
President and CEO



A handwritten signature in black ink, reading "Barbara A. Green".

Barbara A. Green, Ph.D.
Board Chair

GETTING HELP TO WHERE IT WAS MOST NEEDED

Days after the first case of COVID-19 was reported in New York State on March 1, New York City went into a lockdown, public schools shuttered and life as we knew it changed forever.

While our utmost concern was safeguarding the health and safety of New Yorkers who depend on us and our staff, we found ways to meet the burgeoning needs of a city in crisis. As food insecurity soared throughout the city and millions lost health insurance, food assistance programs such as WIC and SNAP (food stamps) benefits and low-cost health insurance programs were critical in keeping people afloat.

PHS' [Neighborhood WIC Centers](#) helped ensure uninterrupted food and nutrition support for over 27,000 women and children by providing options for on-site as well as virtual visits, hosting virtual nutrition assessments, deploying electronic WIC benefits, and conducting counseling sessions over the phone.

Our [health insurance enrollment navigators and SNAP enrollers](#) pivoted to providing critical services via the phone. We were laser-focused on reaching particularly underserved groups such as New Yorkers who were newly unemployed and seniors who faced a digital divide in accessing care.

Our staff also connected these New Yorkers to additional services to meet their most urgent needs such as housing, rental and financial assistance, preventative health care and social services.

We worked with partners and our teams to expand [PHS' Community Resource Networks](#) to a whole range of new services to meet the most urgent needs for New Yorkers, including home-delivered emergency food, emergency cash assistance, rental assistance, legal help, and more. We helped thousands of New Yorkers recently discharged from public hospitals navigate services.

PHS launched [COVID-Free Queens!](#), a coalition of community-based organizations working across Queens to conduct an on-the-ground campaign to stop the spread of the pandemic, which reached tens of thousands of Queens residents.

We showed up for pregnant and newly parenting families as they navigated the complexities of delivering and raising healthy children during a global pandemic. [PHS' maternal and child health home-visiting programs](#) initiated screening protocols to safeguard soon-to-be-mothers from potential exposure and transitioned to video-based services so they

could continue hosting virtual support groups for essential services like prenatal and postpartum care.

[Our Brooklyn-based Sexual and Reproductive Health Centers](#) remained open with safety protocols in place for patients and staff. We continued offering prenatal visits, contraceptive care, health screenings, STI testing and treatment and other critical services when many options for underserved New Yorkers were closed or overwhelmed with COVID-19 patients. The Centers also adapted to the crisis by implementing telehealth, establishing a process for patients to be mailed contraceptive methods or medication at home and adopting new technologies to allow staff and patients to provide and access services safely and effectively.

Likewise, [PHS' Sexual and Reproductive Health Capacity Building](#) team didn't miss a beat in transitioning to a virtual format for our long-standing trainings and technical assistance around patient-centered contraceptive care best-practices at health centers throughout the city.





OUR IMPACT

We are committed to placing the New Yorkers we serve at the center of our work and helping them lead healthier lives. Thanks to the generosity of our donors in 2020, here is how we made a difference:



12,000

INDIVIDUALS ENROLLED INTO SNAP SO THEY DON'T HAVE TO WORRY ABOUT PUTTING FOOD ON THE TABLE



MORE THAN

27,000

WOMEN, INFANTS, AND CHILDREN RECEIVED NUTRITION EDUCATION, BREASTFEEDING SUPPORT, AND WIC NUTRITIONAL FOOD BENEFITS



OVER

14,500

INDIVIDUALS, INCLUDING SENIORS AND NEW YORKERS WITH DISABILITIES, WERE ENROLLED OR RE-ENROLLED IN HEALTH INSURANCE



90%

OF THE NEW YORKERS WE SERVED THROUGH 2020 WERE ASSISTED VIRTUALLY



MORE THAN

200

COMMUNITY-BASED ORGANIZATIONS THROUGHOUT THE CITY RECEIVED FINANCIAL AND MANAGEMENT SUPPORT FROM PHS



2,700

WOMEN, MEN, AND TEENAGERS RECEIVED CARE AT PHS' SEXUAL AND REPRODUCTIVE HEALTH CENTERS



OVER

7,500

NEW YORKERS CONNECTED TO COMMUNITY RESOURCES THAT ADDRESSED THEIR IMMEDIATE NEEDS



WE CONDUCTED 435 IN-PERSON EVENTS, REACHING APPROXIMATELY

15,000

PEOPLE PER MONTH, AND SENT NEARLY



370,000

HEALTH EDUCATION TEXT MESSAGES



HIGHLIGHTS FROM 2020

Bringing Together Leaders to Address Health Equity in New York City

Recognizing that we were at a crossroads in 2020, PHS launched a multi-part Symposium Series called “**Integrating Human Services and Clinical Services with Clients at the Center,**” which brought together leading experts from community-based organizations, government, healthcare, health systems and corporations to help build a collaborative solution that tackles the root causes of poor health and improves health outcomes for all New Yorkers.

The goal of PHS’ ongoing Symposium Series is to ensure that the lessons we learned about health equity during the pandemic did not get lost, and that the health and human services infrastructure needs of NYC were not only built into our community resource networks but could also inform the next phase of healthcare reform in New York State. [Learn more about this series here.](#)

Helping Low-Income Seniors in Harlem Get Digitally Connected

As the pandemic forced millions to shelter indoors, many turned to Zoom to stay connected with friends, families and the world outside. Unfortunately, many New Yorkers, particularly seniors, did not have this option.

Reports showed that nearly 22 million seniors in the U.S. did not have wireline broadband access in their homes and that this digital divide was causing social, emotional, and physical tolls, especially for low-income seniors.

Recognizing this challenge, PHS' East Harlem Village Network (EHV) stepped into action and our Get Connected pilot program was born. The project connects low-income seniors living in NYC Housing Authority housing in East Harlem with tablets and internet connectivity along with one-on-one virtual trainings to help them safely access groceries, medicine, interactive classes and more. Lessons from the Get Connected pilot program are being used to expand the program to new seniors in 2021.



The hardest part of the training was learning how to set up the computer. But once I was comfortable using the technology, there was no stopping me.

I love having company on the virtual senior center, seeing another person... it's like they're right there with me! **Having this opportunity has changed my life.**

Rachel Oddman, a senior helped by PHS' Get Connected pilot program



Supporting Underserved New Yorkers Through a Historic Public Health Crisis

As a swift response to the COVID-19 public health crisis, a team of healthcare and technology leaders from more than 80 organizations teamed up with PHS and formed the **NYC COVID-19 Rapid Response Coalition (the Coalition)** to protect the most medically vulnerable and underserved New Yorkers during the height of the pandemic. The impact from this new venture was immediate:

- 194,000 meals were delivered to New Yorkers in need
- More than 737,000 masks were distributed to individuals, families and healthcare/frontline workers
- Over 300,000 people were reached through emails and texts about COVID-19 testing information
- SMS chatbot outreach to 63,200 New Yorkers

- 25 small community-based organizations purchased more than \$350,000 in affordable PPE through our group purchasing agreement

As we continue to recover from the devastation brought on by the pandemic, the Coalition's work continues with PHS' Healthcare Community Partnerships, which builds a robust network of social services throughout the city to support high-risk, high-need New Yorkers to improve their health and keep them out of hospitals.

Exposing Health Disparities Exacerbated by COVID-19

PHS released two [health equity survey reports](#) to better understand the impact of the pandemic on low-income New



Yorkers and communities of color. Using data collected from online questionnaires with 1,000 adult respondents across all five boroughs, each of these reports underscored how the pandemic is disproportionately harming New York's most vulnerable populations. The survey findings were covered by several media outlets, including [WCBS News Radio](#), [El Diario](#), [Politico](#), [City Limits](#), and others.

COVID-Free Queens!

In collaboration with NYC Health + Hospitals, the Department of Health and Mental Hygiene (DOHMH) and six local community-based and faith-based organizations, PHS launched a new initiative, COVID-Free Queens!, to provide culturally and linguistically responsive COVID-19 education

in communities across Queens. In 2020, we conducted 435 in-person events, reaching approximately 15,000 people a month, and sent nearly 370,000 health education text messages.

Helping Other Community-Based Organizations

As the pandemic spread rapidly across the city, PHS also distributed emergency supplies, such as over 36,000 KN95 masks, 315,000 surgical masks, 45,000 face shields, over 5,000 cloth masks and 1,000+ bottles of hand sanitizer to over 90 grassroot organizations across all boroughs of New York City.



I am grateful to CoMadres and especially to my community health worker who showed me that I was not alone and gave me the confidence to ask for information and assistance.

Georgina Acevedo, a mother helped by PHS' home-visiting program, CoMadres

Providing Care to Pregnant and Parenting Families Through the Pandemic

The pandemic has been difficult for all New Yorkers, but it especially compounded the struggles of low-income pregnant and parenting mothers – thousands lost their jobs and health insurance, and many faced the difficult decision of having to choose between essentials like food, rent and medical attention. Early on, many struggled with the fear and anxiety of giving birth in hospitals crowded with COVID-19 patients, and countless more were looking for support with their young ones in the period of social isolation.

Through 2020, PHS helped ease this burden by supporting nearly 1,400 families with the life-changing, multi-generational impact of home-visiting and connected an additional 1,428 New Yorkers to maternal and child health support services.

Supporting Communities Through Health Reimagined Campaign and Virtual Fundraising

With 2020 came the cancellation of all on-site fundraising efforts including PHS' annual Health Reimagined gala. Thanks to Emme and Jonathan Deland who were to be honored at our gala, and other generous donors, we instead launched PHS' Health Reimagined Digital Campaign which helped us keep up with the increased demand for services and ensure that no one was left behind.

We also found new ways to raise funds for families in need by hosting several virtual events, including a fundraiser for Nurse-Family Partnership, whiskey and wine tastings, and a collaboration with the Public Theater.

A Backbone Support System for Grant-Funded Community Organizations

PHS has been and continues to be a critical go-between for the government and community-based nonprofits in New York City. In 2020, we facilitated a myriad of critical NYC programs including the NYC Well 24/7 support line to promote mental health; the Ryan White HIV/AIDS program to help New Yorkers living with HIV; and micro-grants for community-based organizations, enabling them to provide essential services in their neighborhoods.

Award-winning Digital Outreach Campaign for NYC Smoke-Free



In early 2020, NYC Smoke-Free's anti-menthol advertisement campaign was selected as the Best Community Outreach Campaign at Ragan's PR Daily Awards and as a Gold Winner for the 2020 Aster Awards. The multimedia, multichannel campaign was designed to deter the use of menthol cigarettes and vapes among Black communities and youth in New York. Learn more about the campaign [here](#).



I lost my job in March 2020. My company offered me COBRA until end of the month but it was so expensive. I couldn't find an affordable plan and the forms to fill online were so confusing.

A friend referred me to Public Health Solutions. They helped me over the phone and set everything up for me. **It's a huge relief to have health insurance again. With no income and huge medical bills, I don't know how I would have managed.**

Jessica Capone, one of the many New Yorkers who lost their job in the early days of the pandemic, was helped by PHS' health insurance enrollment navigator.

FINANCIALS

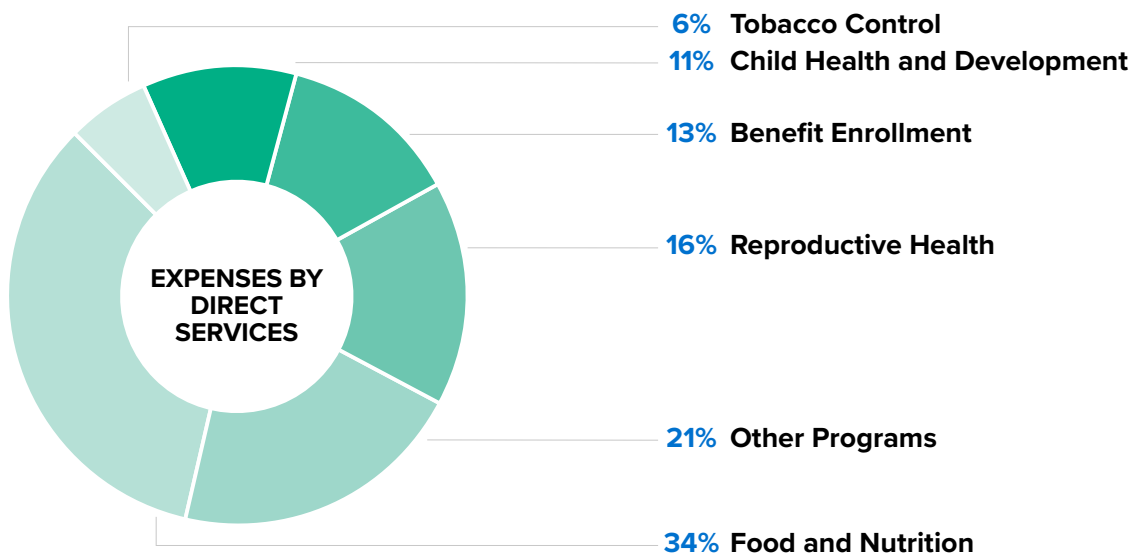
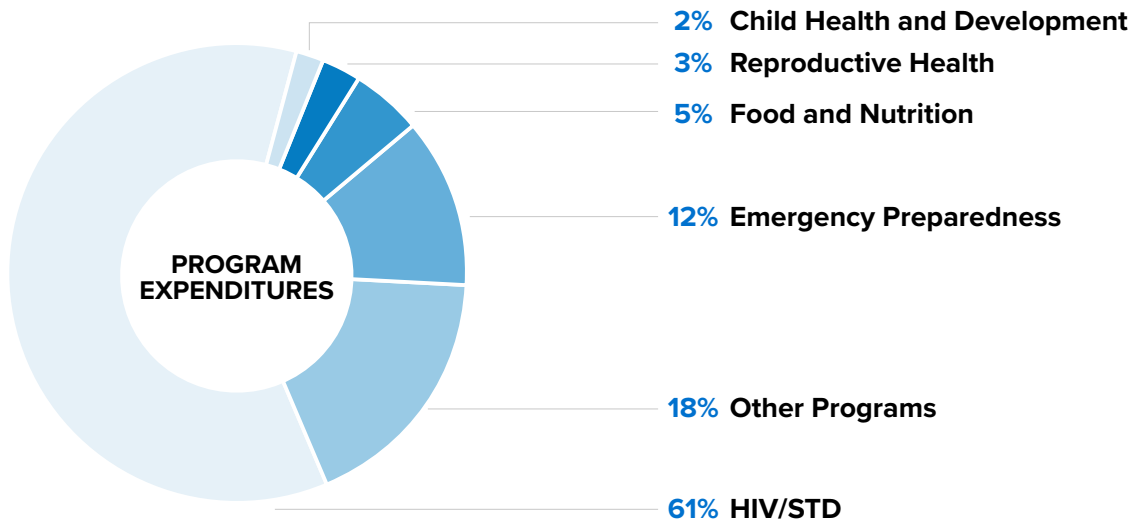
Statement of Financial Position

ASSETS	2019
Current assets:	
Cash and cash equivalents	26,779,553
Certificates of deposit	389,715
Grants receivable:	
Federal	6,549,641
New York State/New York City	17,943,174
Private	556,653
Contributions receivable	19,401
Service reimbursements receivable	172,540
Supplies inventory	134,559
Advances to subcontractors	2,836,292
Deposits and other assets	228,795
Total current assets	55,610,322
Non-current assets:	
Property and equipment, net of accumulated depreciation and amortization	1,701,316
Deposits and other assets	429,088
Total non-current assets	2,130,404
TOTAL ASSETS	57,740,726

LIABILITIES	2019
Current liabilities:	
Accounts payable and accrued liabilities	43,408,327
Capital lease obligations	-
Borrowings under line of credit	2,650,000
Advances from government and other agencies	12,945,988
Total current liabilities	59,004,315
Non-current liabilities:	
Pension liability	21,307,271
Capital lease obligations, net of current portion	-
Total non-current liabilities	21,307,271
TOTAL LIABILITIES	80,311,586

COMMITMENTS AND CONTINGENCIES

NET ASSETS (DEFICIT)	
Without donor restrictions:	
Undesignated	18,040,230
Net unrecognized actuarial loss on pension plan	(40,669,910)
Total net assets without donor restrictions	(22,629,680)
With donor restrictions	58,820
TOTAL NET ASSETS (DEFICIT)	(22,570,860)
TOTAL LIABILITIES AND NET ASSETS	57,740,726



Statement of Activities

	Year Ended December 31, 2019		
	Without Donor Restrictions	With Donor Restrictions	Total 2019
REVENUES AND SUPPORT			
Government grants, service contracts and medical reimbursements:			
New York State	22,349,889		22,349,889
New York City	175,520,030		175,520,030
Federal	34,181,897		34,181,897
Medicaid and other third party	1,315,183		1,315,183
Interest income	44,613		44,613
Other income	644,654		644,654
Nongovernment grants and contributions:			
Foundations and private grants	7,237,767		7,237,767
Contributions	861,504	19,000	880,504
Net assets released from restrictions	52,402	(52,402)	-
TOTAL REVENUE AND SUPPORT	242,207,939	(33,402)	\$242,174,537
EXPENSES:			
Program services:			
Reproductive health	7,313,312		7,313,312
HIV/STD	141,999,896		141,999,896
Nutrition	11,719,795		11,719,795
Child health and development	3,443,371		3,443,371
Emergency preparedness	27,476,970		27,476,970
Training and technical assistance	-		-
Other miscellaneous programs	40,806,872		40,806,872
Inactive	-		-
Total program services	232,760,215	-	232,760,215
Management and general	6,958,842		6,958,842
Fundraising and development	466,057		466,057
TOTAL EXPENSES	240,185,114	-	240,185,114
Change in net assets before pension liability adjustment	2,022,825	(33,402)	1,989,423
Pension liability adjustment	(5,571,978)	-	(5,571,978)
Change in net assets (deficits)	(3,549,153)	(33,402)	(3,582,555)
Net assets (deficits), beginning of year	(19,080,526)	92,222	(18,988,304)
Net assets (deficits), end of period	\$(22,629,679)	\$58,820	\$(22,570,859)





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“Getting people support outside of the four walls of a hospital is key to their overall well-being and health. **We’re proud to support PHS’ efforts to ensure all people have access to the social and health resources they need to thrive.**”

Emme and Jonathan Deland
 2020 Health Reimagined
 Campaign Honorees

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