

THE NEXT 75

Planned Parenthood of Wisconsin, Inc.
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Milwaukee, WI 53202

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Planned Parenthood[®]
of Wisconsin, Inc.

2010 ANNUAL REPORT

SAFE

HEALTHY

STRONG

safehealthystrong.com





Dear Friends,

Thank you for another incredible year! 2010 saw the 75th anniversary of our founding mothers' vision to ensure Wisconsin's women and families are, simply put, safe, healthy and strong. A celebration was made possible through your strong support of Planned Parenthood of Wisconsin (PPWI).

"Celebration" was indeed the key word, as we honored and recognized our remarkable past and used this 75 Years Strong milestone to lay the foundation for a strong future. The festivities kicked off with a community outreach event in Milwaukee's Washington Park and continued with events and gatherings around the state with PPWI staff, board members, supporters and community partners, all focused on Planned Parenthood's essential health care services.

We continued with business as usual, and saw over 72,000 people come to our 27 health centers for affordable, confidential care ranging from birth control and STD testing and treatment to breast and cervical cancer screenings. As you know, more than half of the people for whom we provide care live at or below the federal poverty level, and many of them depend on us as their sole health care provider. Without PPWI, these people would fall through the cracks of the health care system.

We also connected with more than 6,000 young people and adults through our comprehensive, community-based education programming. Our educators provided educational workshops for youth and adults, and we go wherever people want us to go—their homes, their churches, community centers, or one of our health centers. We continued to demonstrate why PPWI leads the state in sexuality education, especially on topics like anatomy, puberty, healthy relationships and parent-child communication.

Our celebrations and successes were tempered, however, by the results of the November 2010 general election. Wisconsin's political climate shifted

quickly and dramatically and we soon found ourselves facing unprecedented attacks on women's health – yet we also found that more people than ever were willing to speak out in support of the services we provide.

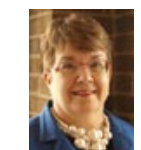
These threats continue and they deeply concern us, but we remain a strong and resilient organization because of your steadfast commitment to our mission. We stand on the shoulders of tens of thousands of people who stand strong with Planned Parenthood of Wisconsin, and now it is our time to be bold in the face of adversity.

As we look ahead, we know our new friends and those who have stood with us for generations will continue to advocate for access to reproductive health care for everyone. It's the strength of the support you provide that allows us to move forward. We're able to build our future on the foundation you've built for us – and for that, we thank you.

To complement this year's annual report, we have created SafeHealthyStrong.com. This website features stories from our patients, activists, staff and supporters that we will continually update, so be sure to check back often. These stories – your stories – continue to prove how important our work is to the women and families of Wisconsin.

Through celebrations, successes and struggles, 2010 reminded us all how respected and essential PPWI is to women and families. It also reminded us, yet again, that our work is only possible because you stand with us every day. Thank you for making our 75th anniversary such a rich and successful year!

Sincerely,



Teri Huyck
Teri Huyck
President & CEO



Edie Brengel Radtke
Edie Brengel Radtke
Board Chair

Experience the stories that keep Wisconsin safe, healthy and strong at SafeHealthyStrong.com

NOTEWORTHY IN 2010: SUCSESSES & CELEBRATIONS

Your investment made these accomplishments possible! Thank you!

HEALTH CARE DELIVERED TO YOUR DOOR Our innovative QCK (Quarterly Contraceptive Kit) program, also known as “pills-by-mail,” continued with great success, and over 8,200 kits were delivered to women across Wisconsin. Each kit contains three cycles of either the pill or the patch, 24 condoms, three female condoms and one package of emergency contraception (EC).

The women who take advantage of this program tell us how much they appreciate the convenience of QCK. They save time by limiting their trips to one of our health centers and our automatic delivery system ensures they stay on their birth control method and schedule. QCK greatly reduces walk-in appointments at our health centers, allowing our dedicated staff to focus on in-depth health exams and patients requiring more time.

We are excited to watch this program continue to grow!

A NEW ERA IN PATIENT CARE A generous \$100,000 grant from the Lubar Family helped PPWI perform a much-needed upgrade to our electronic practice management system. Our new system – NextGen – manages scheduling, billing and other essential patient information. The upgrade has helped our health center staff focus their attention on caring for patients by improving efficiencies. This transition was a monumental task for our center staff, who embraced the challenge and have seen great rewards.

HEALTH CARE JUSTICE We saw an amazing increase of support for our Justice Fund, which offers financial assistance to women seeking abortion care. Donations to the fund in 2010 increased by 348% over 2009. This swell of support was led by a generous gift from Gerd Muehllehner of Baraboo, who pledged \$250,000 in support of our abortion services. The passion of those who support our Justice Fund helps us limit the burden many low-income families carry with respect to accessing all necessary health care.

TEEN HEALTH PROMOTERS Last summer, we hired four Teen Health Promoters to provide clinic-based and community-based sexuality education to their peers in Milwaukee. This diverse group of teens was trained to provide medically accurate, unbiased health information about birth control, sexually transmitted diseases (STDs), condoms and healthy relationships to our teen patients during special Teen Clinic hours.

Since then, our teen patients have continually given us positive feedback about the program, saying it allows them to discuss issues they might not feel comfortable bringing up with an adult. We hope to expand this program and follow the teens involved to assess the long-term effects these peer-to-peer interactions have on healthy behaviors and decision making.

PATIENT ENGAGEMENT Our public affairs staff launched a volunteer recruitment campaign in selected health centers, resulting in nearly 400 patients signing up to receive more information about volunteering for PPWI. Our organizers worked in our health centers across the state to speak directly with patients and give them the opportunity to officially register as Planned Parenthood supporters.

VICTORIES AT THE CAPITOL Standing with Planned Parenthood means helping us fight for legislation that supports, protects and advances Wisconsin’s women and families. It also means defeating bills that will restrict access to essential health care. Thank you for making these victories possible!

- **Health Care Reform:** PPWI and our dedicated volunteers collected and delivered tens of thousands of postcards in support of our mission to the Wisconsin Congressional delegation. Members of Congress singled out PPWI as one of the most effective advocates in this national effort. National health care reform law gave PPWI the opportunity to work with the Doyle Administration and expand eligibility for the BadgerCare Plus family planning program to thousands of people who otherwise could not access essential health care. Health Care Reform was signed into law by President Obama on May 23, 2010.
- **Healthy Youth Act Passed:** Young people want—and deserve—to learn the facts about how to stay healthy and prevent pregnancy and STDs. This is exactly what the Healthy Youth Act ensures. This law requires that sex education taught in Wisconsin public schools be comprehensive, medically accurate and age-appropriate. Until this bill was passed, many schools simply provided abstinence-only education with no information about birth control or condoms. The bill was signed into law by Governor Doyle on February 24, 2010.
- **Expedited Partner Therapy Passed:** Reducing the spread of STDs means partners need to be treated, as well. This new law will help reduce the rate of STDs by allowing a health care provider to dispense a second dose of antibiotics for the partner of a person being treated. It was signed into law by Governor Doyle on May 11, 2010.

75TH ANNIVERSARY CELEBRATIONS Thank you for helping us celebrate 75 Years Strong in 2010! We kicked off our 75th anniversary by hosting Party in the Park, a unique community outreach event featuring music, food and friends. Supporters, community partners, staff, volunteers and activists attended the event, which targeted teens and young adults with a message of staying safe, healthy and strong while addressing key issues such as teen pregnancy and STDs. PPWI was able to connect with and educate nearly 1,500 young people in an authentic and unique way: through music, with the artists being the courier of PPWI’s health care message.

Party in the Park was an exciting new way for PPWI to build on our existing foundation, opening new doors and providing opportunities for us to reach out to the communities we serve.

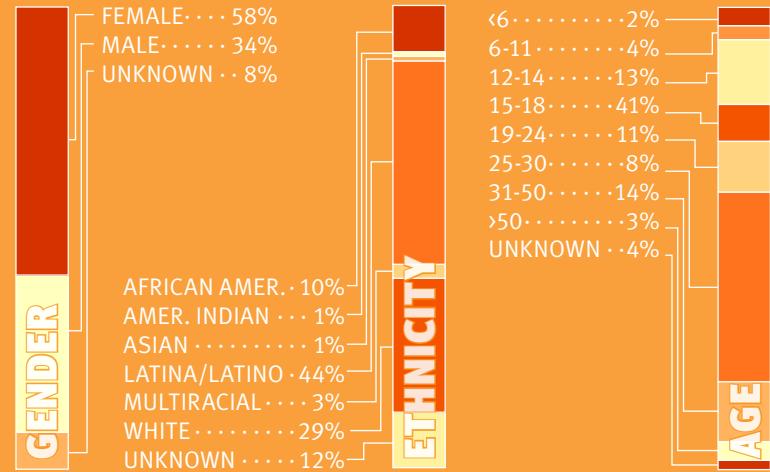
We also hosted two sold-out anniversary events, featuring speaker Sheryl WuDunn, co-author of the best-selling book *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*. More than 800 supporters helped make these events extremely successful celebrations of our 75 Years Strong.

Your continued support will allow us to keep reducing barriers and expanding access to those we are committed to serving.

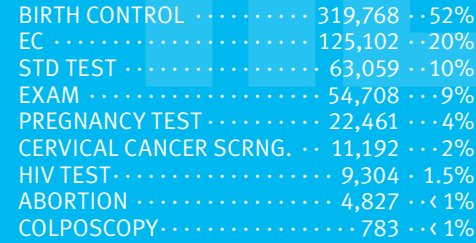
**THANK YOU FOR STANDING
WITH PLANNED PARENTHOOD
OF WISCONSIN!**

EDUCATION PARTICIPANTS . . . 6,130
HOURS OF PROGRAMMING . . . 665

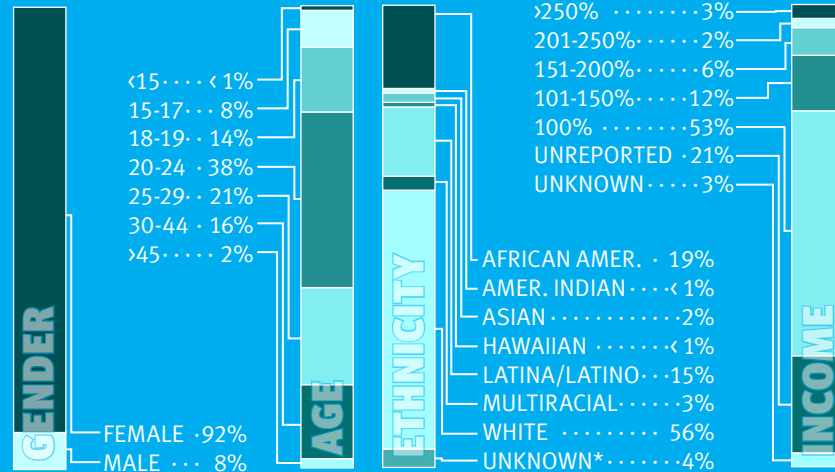
In 2010, our health educators provided **407** educational opportunities, including 255 workshops, 25 professional trainings and 127 Home Health Parties in Dane, Dodge, Milwaukee, Walworth, Washington, Waukesha, Winnebago and Wood counties.



SERVICES PROVIDED 611,204
 YEAR ENDED 12/31/2010



PATIENT VISITS 186,118
PATIENTS 72,722



SUPPORTERS269,362
EMAIL ACTIVISTS . . .24,474
VOLUNTEERS 402

There has never been a more important time to support our public affairs work. With Planned Parenthood's funding under attack, we must continue to activate support from elected officials.

WE FACILITATED:
 2,962VOLUNTEER HOURS
 6,630PETITION SIGNATURES
 495EVENT PARTICIPANTS
 18,451PHONE CALLS
 182,808MAIL PIECES

These counts do not include election activities.

COMBINED STATEMENT OF FINANCIAL POSITION
 YEAR ENDED 12/31/2010

Assets

Current Assets	\$6,076,059
Investments	2,434,601
Property & Equipment, Net	4,165,010
Other Assets	1,374,041
Total Assets	\$14,049,711

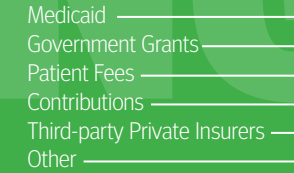
Liabilities & Net Assets

Current Liabilities	\$1,972,666
Long-term Liabilities	(none)
Total Liabilities	1,972,666

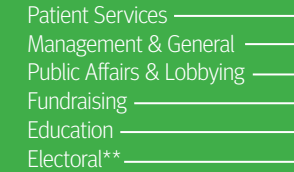
Net Assets:

Unrestricted	9,524,717
Temporary Restricted	1,605,601
Permanently Restricted	946,727
Total Net Assets	12,077,045
Total Liabilities & Net Assets	\$14,049,711

SOURCE OF REVENUE



ALLOCATION OF EXPENSES



** Planned Parenthood of Wisconsin, Inc. is a tax exempt § 501(c)(3) organization (PPWI) that does not engage in any electoral activities. Planned Parenthood Advocates of Wisconsin, Inc., a tax exempt § 501(c)(4) organization (Advocates), engages in some electoral work as permitted political activity under the Internal Revenue Code. As a combined financial statement, the revenues and expenses of both PPWI and Advocates are included in this summary. However, the electoral activities were strictly Advocates' activities, without any support or involvement of PPWI.

THANK YOU!

YOUR INVESTMENT MAKES US STRONG

Your generous support helped Planned Parenthood of Wisconsin (PPWI) shine during our 75th anniversary. Your gift, and those we received from thousands of other individuals and foundations, demonstrated a passion for keeping our communities safe, healthy and strong. We are overwhelmed by your generosity and can never thank you enough for your steadfast commitment.

You've shown great trust in PPWI by investing in our work, and you should be proud of your investment and the difference you are making in people's lives. The nearly 73,000 people who walked through our doors in 2010 were able to receive the essential health care they needed because of you. Please visit SafeHealthyStrong.com for stories from people touched by PPWI's compassionate health care, education and advocacy through your generosity. These stories demonstrate how your support not only helps Wisconsin's women and families today, but how it creates a foundation for a healthy future. Your dedication to our mission makes these stories possible.

As we reflect on our 75 Years Strong, we count on you to continue standing with us through your support, both personal and financial. Again, thank you for your heroic philanthropy. These are indeed uncertain times for PPWI's funding, but with your help and commitment, we will continue to keep Wisconsin **SAFE, HEALTHY AND STRONG.**

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Linda Stack Hughes
Anna Juarez
Rochelle Lamm
Jill Lundberg
Brinnon Garrett Mandel
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Alyce Katayama

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MEDICAL DIRECTOR

Fredrik F. Broekhuizen, MD

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