



# 2012

 **Planned Parenthood**  
of West and Northern Michigan, Inc.

## Annual Report

### ***Grounded and Growing***

In Fiscal Year 2012 (October 1, 2011–September 30, 2012), Planned Parenthood of West and Northern Michigan (PPWNM) began implementing a three-year strategic plan grounded in a revised mission and vision of PPWNM as the go-to source for sexual health care, education, and information. Strategic priorities include: achieving financial independence; utilizing robust technology; developing high performance staff; increasing community collaborations; becoming a competitive, networked provider; and maintaining voracious advocacy for reproductive justice. These priorities are guiding PPWNM in growing as an essential care provider positioned to serve the increasing number of people with access to health services through the Affordable Care Act. At the same time, the priorities allow for sufficient flexibility to ensure PPWNM's ability to be responsive to changes in the dramatically evolving external health care landscape.

#### ***Health Care***

Implementation of an electronic health records and practice management system in FY2012 fulfilled several strategic priority goals. This technology transformation improves quality of service while strengthening PPWNM's ability to collaborate with other providers in the health care community to achieve the maximum quality of care for each of our clients. In FY2012, PPWNM's eight health centers provided 13,898 clients with 21,665 health care visits, including 7,596 annual exams. A comprehensive STD (sexually transmitted disease) testing package was instituted for \$50, and the first-ever "Free HIV Testing Week" was held at PPWNM health centers in June — in all, 18,067 STD and HIV tests were performed during the fiscal year. Additionally, the Ionia Health Center was renamed the Lemmen Health Center in honor of benefactor Harvey Lemmen.

#### ***Education***

Studies have repeatedly found that providing health education programs, including sexual health, in school and after school can help young people succeed academically. Grounded in this evidence, PPWNM is committed to providing evidence-based, age-appropriate, and medically-accurate comprehensive sexuality education services in our communities. During the year, PPWNM educators conducted 945 evidence-based education and training sessions for 4,678 residents in 10 counties. PPWNM also took part in the nationally recognized Youth Program Quality Assessment with other youth organizations in Grand Rapids, to evaluate and improve the excellence of its programs.

#### ***Advocacy***

PPWNM's commitment to voracious advocacy is critical in protecting access to essential services for women. Grounded in this commitment, PPWNM's advocates fought tirelessly against an unprecedented storm of legislative attacks on women's health. In a lengthy battle against Michigan's HB5711, the anti-abortion omnibus bill, PPWNM advocates attended eight rallies in eight weeks at the Capitol in Lansing, helped organize and staff the "STOP the War on Women" rally in Grand Rapids, and attended numerous legislative committee hearings and House gallery visits. Volunteer ranks grew to 244 people donating a record 5,617 hours to PPWNM in FY2012! Volunteer support was crucial to PPWNM's participation in 105 visibility and community events. By the end of FY2012, the PPWNM Action Network had grown to 8,580 deliverable email addresses and more than 2,000 members had taken online actions such as signing petitions and contacting their legislators.

#### ***Fundraising***

PPWNM grew its financial independence due largely to the Standing Tall special fundraising campaign which kicked off in FY2012. The two-year, \$4 million campaign had secured nearly \$3.4 million in commitments by fiscal year end.

Meanwhile, PPWNM's annual campaign raised \$1,231,051 from a record 2,300 supporters, including 155 members of the Circle of Friends who each committed \$1,000 or more. Eight fundraising events attended by 1,295 guests contributed to the annual campaign total. Another \$127,790 was raised through 13 private grants.

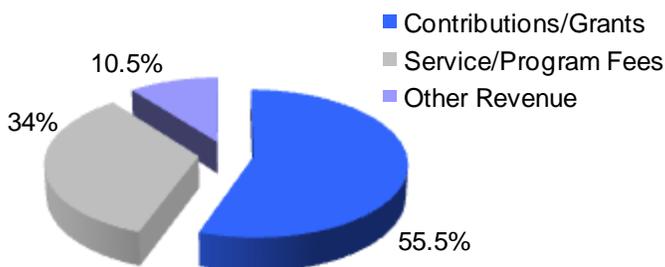
***Thank you to everyone who contributed in some way during FY2012 to keeping  
PPWNM "grounded" in service, while "growing" its ability to serve!***

# 2012

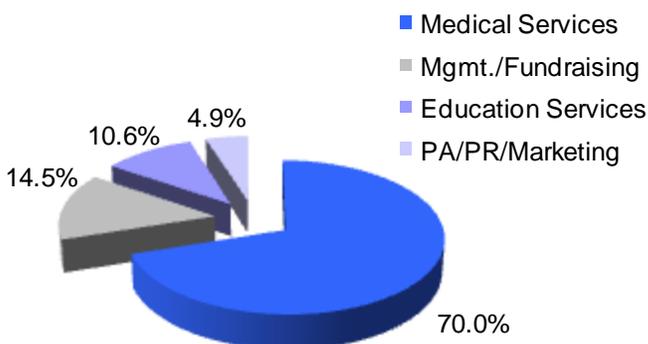
# Statement of Activities

October 1, 2011–September 30, 2012

## Functional Revenue



## Functional Expense



REVENUE	
Contributions/Grants	\$2,900,684
Service/Program Fees	\$1,774,515
Other Support/Revenue	\$5,780
Investment Income	\$543,444
<b>TOTAL REVENUE</b>	<b>\$5,224,423</b>
EXPENSE	
<b>Program Services</b>	
Medical Services	\$3,351,664
Education Services	\$508,844
Public Affairs	\$124,626
Public Relations/Marketing	\$111,991
<b>Total Program Services</b>	<b>\$4,097,125</b>
<b>Support Services</b>	
Management/General	\$365,238
Fundraising	\$327,169
<b>Total Support Services</b>	<b>\$692,407</b>
<b>TOTAL EXPENSES</b>	<b>\$4,789,532</b>
Change in Net Assets	<b>\$434,891</b>
Net Assets—Beginning of Year	<b>\$4,032,113</b>
Net Assets—End of Year	<b>\$4,467,004</b>

*Our Mission:*

*To promote and ensure sexual health, responsibility, and justice.*