

2010

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

Annual Report

On Solid Ground

Fiscal Year 2010 (October 1, 2009–September 30, 2010), was a challenging economic period for the country. While many businesses and agencies struggled to stay afloat, Planned Parenthood of West and Northern Michigan (PPWNM) experienced financial gains as a result of strategically increasing and diversifying revenue streams, and carefully managing expenses.

PPWNM successfully implemented its annual plan and priorities for the year, grounded in the agency's mission, values, and vision for the future. While steadily moving forward with our plan and priorities, we also maintained sufficient flexibility to ensure our ability to be responsive to ongoing changes in a very dynamic external environment. Priority focus throughout the year was on ensuring PPWNM's strength, sustainability, and growth, to better meet growing needs throughout the region.

Health Care

In FY2010, PPWNM saw 16,456 clients who made a total of 44,920 visits to our eight health centers. 2010 saw the proud return of Planned Parenthood to Muskegon, a community which struggles with one of the highest teen pregnancy rates in the state. PPWNM also implemented Rapid HIV testing at all of its sites, with results available in just 20 minutes. Colposcopy services were expanded, and are now available at four PPWNM health centers. New computer systems were implemented, and facility and security upgrades were made at several health centers. Quality improvement focused on each client's individual experience, as well as overall health center efficiency, to assure that all clients receive the right amount of care, at the right time, every time.

Education

An estimated 750,000 American teens will become pregnant this year and nearly four million will contract a sexually transmitted infection. While this is clearly a public health crisis, it is preventable. Our evidence-based sexuality education helps young people to delay sexual intercourse, use protection consistently and correctly, and develop healthy relationships. Our effective programs increase knowledge, clarify personal rights and responsibilities, increase parent-child communication, and promote social justice values such as equity and respect. In FY2010, PPWNM delivered learning experiences to 10,221 participants.

Advocacy

PPWNM's mission was strengthened in FY2010 by the work of volunteers who donated 3,325 hours. People of all ages, as individuals and in concert with others, prepared informational materials, hosted tablings and events, wrote letters, educated state legislators and local officials, signed petitions, made phone calls, and sent e-mails. PPWNM started a new advocacy group for young adults, JET (Justice Engagement Team); re-energized our teen advocacy group, Something to Say; and launched the Parent Protection Connection, a group for parents who want comprehensive sex education in their schools.

Throughout the year PPWNM participated in 38 community visibility events, signed up 780 new members to the online Planned Parenthood Action Alert Network (PPAN), and worked in a variety of ways to ensure that comprehensive sexuality education, women's health care, and safety net providers like PPWNM were central to the Health Care Reform law that was enacted in 2010. Awareness-building efforts were strengthened by the launch of PPWNM's online presence on Facebook, Twitter, and RSS.

Fundraising

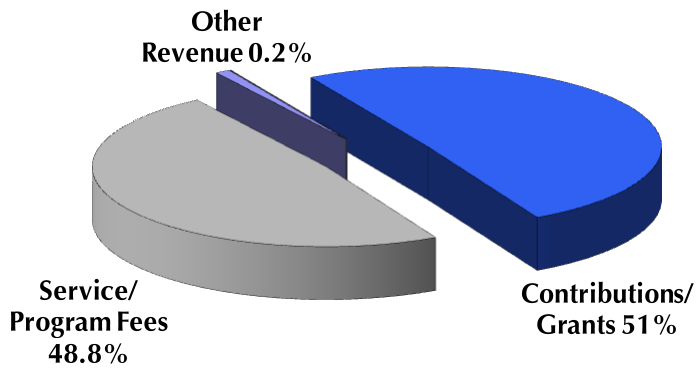
PPWNM raised \$1,025,000 in FY2010 — a record amount! Individual financial supporters numbered 2,025, up nearly 18 percent over the past two years. PPWNM also secured \$155,000 in grant commitments from 23 private foundations in FY2010. Four fundraising events were held, raising nearly \$150,000. Many of those events were sponsored by generous PPWNM supporters. Our Circle of Friends (those who contributed at least \$1,000) grew to 157 members. Thanks to everyone who contributed in FY2010 to put PPWNM *on solid ground!*

2010

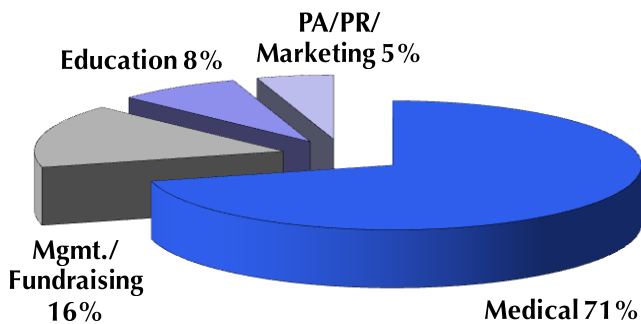
Financial Report

FY2010: October 1, 2009–September 30, 2010

Functional Revenue



Functional Expense



REVENUE	
Contributions/Grants	\$2,211,556
Service/Program Fees	\$2,114,893
Other Support/Revenue	\$5,371
Unrealized Gains/Losses	\$257,884
TOTAL REVENUE	\$4,589,704
EXPENSE	
Program Services	
Medical Services	\$3,073,346
Education Services	\$334,571
Public Relations/Marketing	\$112,668
Public Affairs	\$94,123
Total Program Services	\$3,614,708
Support Services	
Management/General	\$393,169
Fundraising	\$284,601
Total Support Services	\$677,770
TOTAL EXPENSES	\$4,292,478
Excess Revenue/(Expense) before other changes in Net Assets	\$297,226
Restricted Long Term Pledge — Unrealized Change in Market Value	\$62,085
Change in Net Assets	\$359,311

Our Mission:

To promote and ensure reproductive and sexual health, responsibility, and freedom.