

2011

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

Annual Report

Safer, Smarter, Stronger

Fiscal Year 2011 (October 1, 2010–September 30, 2011) brought Planned Parenthood of West and Northern Michigan (PPWNM) the opportunity, and the resolve, to help its clients and communities become *safer, smarter, stronger*. PPWNM offered new medical services; educated more participants than ever before; and grew its ranks of supporters, donors, friends, and followers with outreach activities and through online connections.

The opportunity to grow support came from attacks on, and attempts to defund, Planned Parenthood at the national level and in states across the country. As a result of the unprecedented, unprovoked, and unexpected threats to affordable health care and access for all, donations to Planned Parenthood and engagement of supporters skyrocketed nationwide and locally through the “I Stand with Planned Parenthood” campaign.

The resolve to become safer, smarter, stronger as an organization grew out of the strategic planning process that PPWNM undertakes every three years. The work that took place in FY2011 resulted in a strategic plan to guide the affiliate through 2014. PPWNM’s top priorities moving forward are: financial independence, robust technology, high performance staff, community collaborations and partnerships, becoming a competitive networked service provider, and maintaining our commitment to voracious advocacy of reproductive rights and access to sexual health care and education for all.

Safer

Health Care: The number one priority for PPWNM will always be the sexual health and safety of its clients. In FY2011, PPWNM provided 14,072 clients with 37,243 health care visits at its eight health centers. The HPV vaccine Cervarix was introduced at PPWNM for women ages 18–26 — an underserved age group for the vaccine. PPWNM offered its first agency-wide Free HIV Testing Day in recognition of National HIV Testing Day on June 27, 2011. New computer software, MTrak, increased efficiency in processing client paperwork. And a new ultrasound director, Dr. Daniel VerBerg, joined the staff in Petoskey.

Smarter

Education: The notion of sexual health implies a positive approach to human sexuality and the fundamental right to accurate information. PPWNM sex education programs like Safer Choices and Peer Education, and educational tools like the Parent Toolkit and Ready or Not game, are designed using a foundation of research and are meant to reflect the real needs of today’s young people and those who care about them. In FY2011, PPWNM educators boldly and sensitively delivered learning experiences to 17,355 participants.

Stronger

Advocacy: PPWNM advocates for access for all to sexual health services and comprehensive sex education that is medically accurate, culturally sensitive, and age appropriate. PPWNM held 54 visibility events and signed up 1,910 new members to the online Planned Parenthood Action Network (PPAN) in FY2011. With a record number of anti-choice bills introduced in Congress and state legislatures in 2011, Planned Parenthood supporters sprang into action by signing the “I Stand with Planned Parenthood” pledge; following PPWNM through emails, ppwnm.org, Facebook, and Twitter; contacting their lawmakers; marching and rallying locally, in Lansing, and in Washington, D.C.; and volunteering 5,410 hours of time to PPWNM.

Fundraising: In the most successful fundraising year to date, loyal and new donors to PPWNM joined together to contribute \$1,361,770 in FY2011. Five successful fundraising events were held throughout the service region, raising a total of \$180,065. PPWNM’s Circle of Friends — donors who contributed at least \$1,000 — grew to 167 members. By the end of the FY2011, 1,941 donors stood strong in their commitment to PPWNM, and financial support increased 33 percent over the previous fiscal year. Additionally, 17 public and private foundations funded \$171,160 in grants.

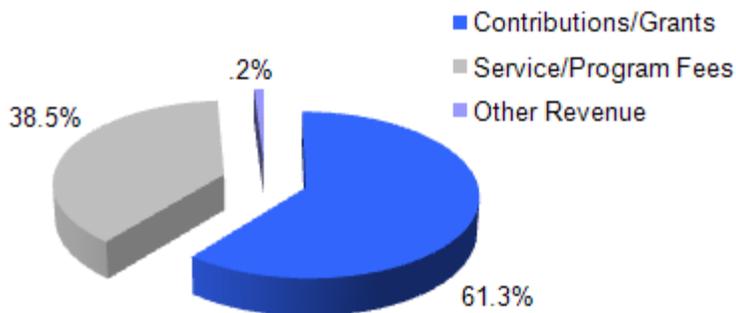
Thank you to everyone who contributed in some way during FY2011 to make PPWNM and its clients safer, smarter, stronger!

2011

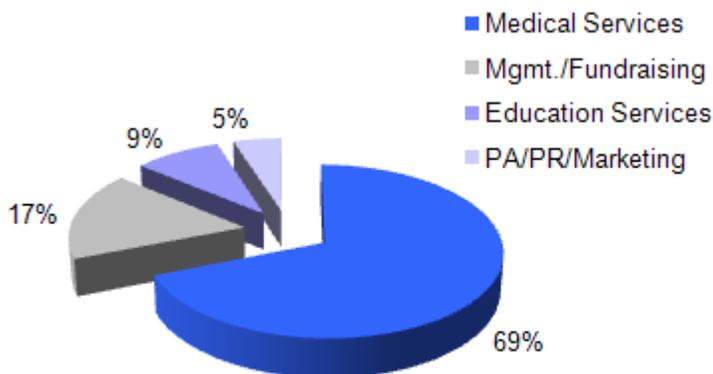
Financial Report

FY2011: October 1, 2010–September 30, 2011

Functional Revenue



Functional Expense



REVENUE	
Contributions/Grants	\$2,681,162
Service/Program Fees	\$1,684,324
Other Support/Revenue	\$6,917
Unrealized Gains/Losses	\$318
TOTAL REVENUE	\$4,372,721
EXPENSE	
Program Services	
Medical Services	\$3,282,674
Education Services	\$416,392
Public Affairs	\$145,167
Public Relations/Marketing	\$102,266
Total Program Services	\$3,946,499
Support Services	
Management/General	\$424,206
Fundraising	\$358,149
Total Support Services	\$782,355
TOTAL EXPENSES	\$4,728,854
Excess Revenue/(Expense) before other changes in Net Assets	\$(356,133)
Restricted Long Term Pledge — Unrealized Change in Market Value	\$(1,390)
Change in Net Assets	\$(357,523)

Our Mission:

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