



 **Planned Parenthood**[®]
of West and Northern Michigan, Inc.

Annual Report

Excellence Affirmed

Fiscal Year 2009 (October 1, 2008–September 30, 2009) brought Planned Parenthood of West and Northern Michigan (PPWNM) its first real tests as a newly merged affiliate — and confirmation of the agency's positive impact on the communities it serves. PPWNM was created on September 30, 2007 from two former affiliates with rich and successful histories. The continuation of that positive history was affirmed by both the Planned Parenthood Federation of America and the Michigan Department of Community Health in FY2009. Extensive reviews by both agencies of all aspects of PPWNM's operations resulted in "Exceptional" ratings and full accreditations for the new affiliate!

Health Care

Reproductive health care is essential health care, critical to human survival; and at PPWNM, we take that responsibility very seriously. Our caregivers' sole focus on reproductive health means that they are among the most knowledgeable and experienced around, when it comes to people's most intimate concerns. From identifying potential problems like reproductive cancers and other diseases, to helping women plan their pregnancies to ensure optimum health and safety of both mother and child; PPWNM is here for thousands of families, many of whom have no where else to turn.

In FY2009, PPWNM saw 16,954 clients who made a total of 33,750 medical visits to our seven health centers. The center located in Big Rapids moved to newer, larger facilities to better serve our clients. Agency-wide, medical services were added, improved, or streamlined; and staff assignments and health center hours were restructured for increased efficiency.

Education

Human sexuality education should protect and promote health; and provide the information, skills, and support needed for caring, safe, and responsible relationships. Our programs are age, developmentally, linguistically, and culturally appropriate; and address the needs of all people: those who abstain from sexual activity; those who have engaged in sexual activity, but are currently abstaining; and those who are choosing to engage in sexual behaviors. In FY2009, PPWNM delivered education and training experiences to 11,001 participants.

Advocacy

Advocating for programs, policies, and ideals that ensure reproductive health, safety, and freedom is an integral part of PPWNM's mission and work. In FY2009, PPWNM volunteers donated 4,538 hours of service, participating in a wide variety of activities and events. Volunteers worked as board members, fundraisers, event planners, clerical supporters, and activists. Throughout the year PPWNM participated in 27 community visibility events; signed up 1,144 new members to the online Planned Parenthood Action Network (PPAN); conducted tours for, and wrote letters to, lawmakers; and kept our clients and supporters informed through Advocacy Centers in our health centers, PPAN, ppwnm.org, and regular newsletters.

Fundraising

Fundraising continues to be an essential component of our considerable accomplishments. Support from individuals, corporations, and foundations accounted for more than half of our income in FY2009. This critical support ensures that women, men, and teens in our communities have access to our vital services.

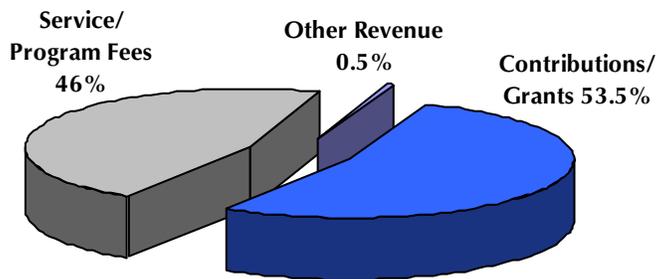
Successful fundraising events in FY2009 included our annual Healthy Families Luncheons or Dinners in Grand Rapids, Marquette, Petoskey, and Traverse City, which raised more than \$110,000. PPWNM also held Donor Thank-You Receptions in each of those locations, in appreciation of our dedicated supporters.

2009

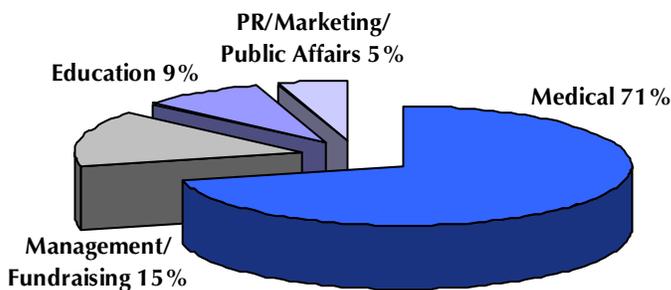
Financial Report

FY2009: October 1, 2008–September 30, 2009

Functional Revenue



Functional Expense



REVENUE

Contributions/Grants	\$2,276,177
Service/Program Fees	\$1,959,960
Other Support/Revenue	\$18,874
Unrealized Gains/Losses	\$56,059
TOTAL REVENUE	\$4,311,070

EXPENSE

Program Services	
Medical Services	\$3,151,795
Education Services	\$380,937
Public Relations/Marketing	\$114,646
Public Affairs	\$116,327
Total Program Services	\$3,763,705
Support Services	
Management/General	\$369,562
Fundraising	\$293,275
Total Support Services	\$662,837
TOTAL EXPENSES	\$4,426,542
Excess Revenue/(Expense) before other changes in Net Assets	(\$115,472)
Restricted Long Term Pledge — Unrealized Change in Market Value	(\$7,408)
Change in Net Assets	(\$122,880)

Our Mission:

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