

**COURAGEOUS**



**FISCAL YEAR 2019/20**

Planned Parenthood of Wisconsin (PPWI) is a 501(c)(3) nonprofit health care provider caring for more than 60,000 patients annually at 24 health centers, providing life-saving breast and cervical cancer screenings, birth control, HIV testing, STD testing and treatment, and safe, compassionate abortion care.

PPWI's mission is to empower all individuals to manage their sexual and reproductive health through patient services, education, and advocacy.



## COMBINED STATEMENT OF FINANCIAL POSITION

FISCAL YEAR OCTOBER 1, 2019 - SEPTEMBER 30, 2020

### ASSETS

Current Assets	\$12,555,851
Investments	1,342,124
Property & Equipment, Net	9,746,985
Other Assets	2,854,153
<b>Total Assets</b>	<b>\$26,499,113</b>

### LIABILITIES & NET ASSETS

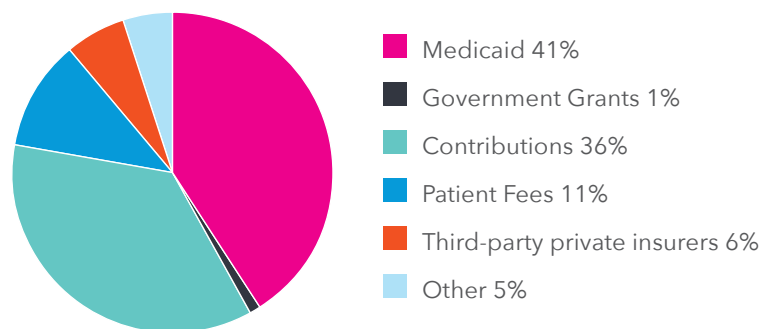
Current Liabilities	\$4,960,752
Long-term Liabilities	–
<b>Total Liabilities</b>	<b>\$4,960,752</b>

### NET ASSETS

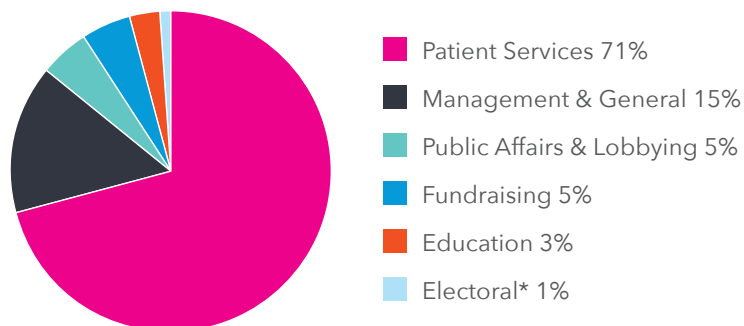
Without Donor Restrictions	\$14,578,383
With Donor Restrictions	6,959,978
<b>Total Net Assets</b>	<b>\$21,538,361</b>

**Total Liabilities & Net Assets**      **\$26,499,113**

### SOURCE OF REVENUE



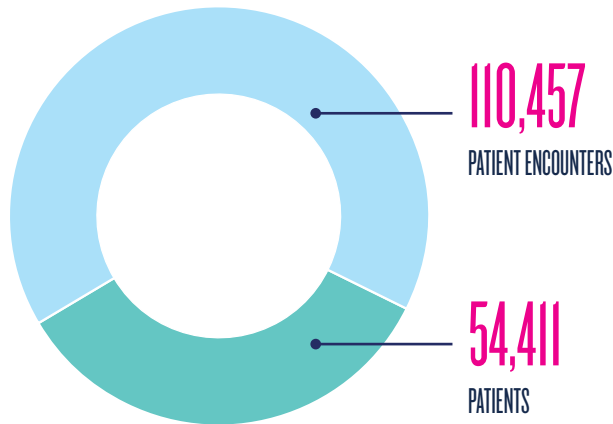
### ALLOCATION OF EXPENSES



\*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.

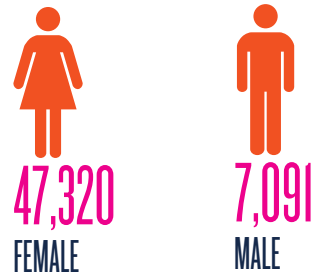
# WHO WE SERVED

## OVERVIEW\*



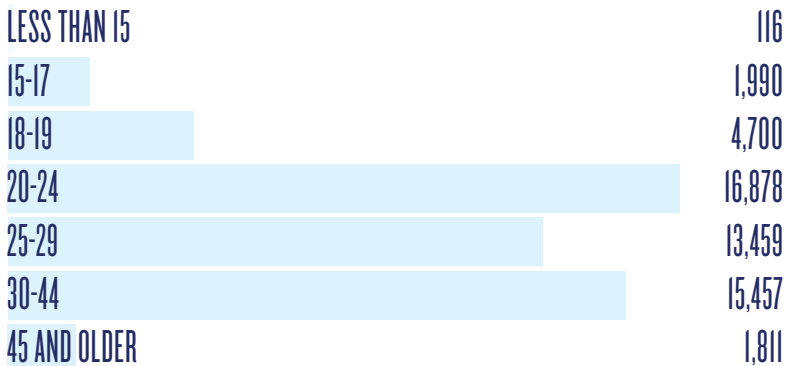
\*Due to the COVID-19 Pandemic, PPWI saw approximately 12% less patients

## GENDER\*

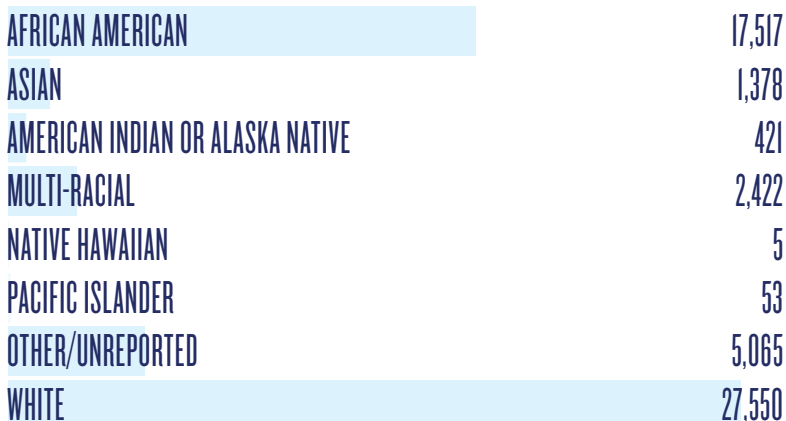


\* PPWI is working to change our reporting system to account for non-binary patients

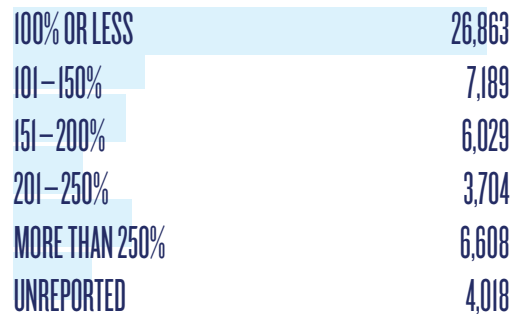
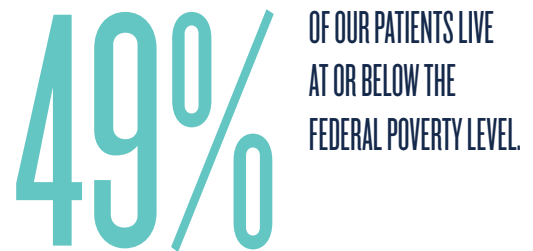
## AGE



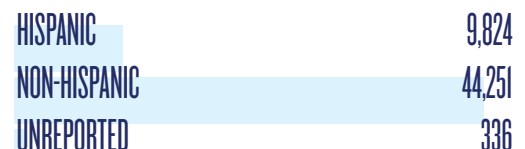
## RACE



## POVERTY LEVEL



## ETHNICITY



# SERVICES PROVIDED



BIRTH CONTROL UNITS<sup>1</sup>

134,327

EMERGENCY CONTRACEPTION UNITS<sup>2</sup>

59,517

STD TESTS

87,708

PREGNANCY TESTS

8,749

HIV TESTS

8,208

BREAST EXAMS

490

ABORTIONS

5,104

CERVICAL CANCER SCREENINGS

3,492

COLPOSCOPIES/CRYOTHERAPIES

202

EARLY PREGNANCY COMPLICATIONS

243

<sup>1</sup> A unit represents the distribution of a single unit of a particular method of Birth Control to a patient, i.e. one IUD, One Pack of pills, etc.

<sup>2</sup> A unit represents the distribution of a single unit of Emergency Contraception to a patient.

## PUBLIC AFFAIRS\*

SUPPORTERS

402,028

EMAIL ACTIVISTS

55,669

EMAILS SENT

970,203

VOLUNTEERS

284

VOLUNTEER HOURS

3,680

VISIBILITY AND  
OUTREACH EVENTS\*

34

\*Due to the COVID-19 Pandemic, in-person events were cancelled.

\*Non-electoral activities only

# embody : BY THE NUMBERS

Embody is the trademark name of PPWI's education and training programs. Embody is a provider of excellence in comprehensive sex education, training, resources, and information for diverse audiences in Wisconsin and beyond.

**1024** EDUCATION AND TRAINING OPPORTUNITIES

FOR **10,252** PARTICIPANTS

Including:

**200**

Number of **educational workshops** in schools and community settings for **3,862 adolescents and adults**

**196**

Number of **Home Health Parties** for **882 Latinx community members**. Our Promotores also conducted outreach by phone to **1,527 Latinx community members** due to a program delivery shift necessitated by COVID.

**15**

Number of **health fairs and other outreach events** for **1,998 community members**

**16**

Number of **professional training opportunities** for **190 participants**

**323**

Number of **patients who received one-to-one peer education through our Youth Health Clinics**. Our Youth Health Educators also were able to reach **1,323 individuals** via Social Media due to a program delivery shift necessitated by COVID.

**147**

Number of **responses to questions about sexual and reproductive health through our sex ed text line**

## PARTICIPANT DEMOGRAPHICS\*

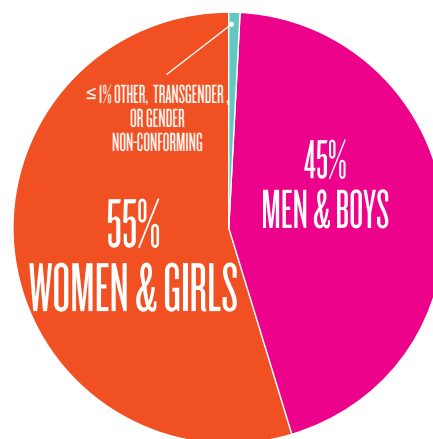
### AGE

UNDER AGE 12	1%
AGES 12-14	21%
AGES 15-17	32%
AGES 18-24	13%
AGES 25 AND OVER	32%

### RACE/ETHNICITY

BLACK	5%
WHITE	42%
LATINX	45%
INDIGENOUS	1%
ASIAN/PACIFIC ISLANDER	3%
MULTIRACIAL	2%
OTHER RACE	2%

### GENDER



\*NOTE: Due to shifts in program delivery, collecting demographic information was not always possible. This demographic breakdown is for the approximately half of program participants for whom we were able to collect demographic data.