

**STRONG**





THESE DOORS  
STAY OPEN.

# DEAR FRIENDS,

## Thank you.

Thank you for standing strong with the women, men and families of Wisconsin. Your unwavering support and continued generous investment in Planned Parenthood of Wisconsin's mission helps ensure these doors stay open – no matter what.

The ability of PPWI to stand strong as an agency has also been enhanced through the work of former president and CEO, Teri Huyck. For nearly nine years, Teri's deep understanding of how to grow and innovate the way care is provided allowed for amazing growth while never sacrificing the quality of service to those who turn to us. This strong leadership deepened the compassionate, expert and – most importantly – essential health care that is the hallmark of Planned Parenthood of Wisconsin.

Thank you again for your past support and thanks in advance for continuing to stand strong with PPWI as we usher in a new generation of leadership and growth. A future being built on a strong foundation allowing all of us to navigate a rapidly changing health care landscape.

**Together we are strong. Together, these doors stay open.**

Sincerely,



**Tanya Atkinson**

PRESIDENT AND CEO



**Mary Lynne Donohue**

BOARD CHAIR

Planned Parenthood of Wisconsin (PPWI) is a 501(c)(3) nonprofit health care provider caring for over 60,000 patients annually at 22 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.

## BOARD OF DIRECTORS

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Christopher Bugg  
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Marcela Garcia  
Vickie Hinds  
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Lisa Remby  
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Tia Torhorst  
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Teri Huyck

### MEDICAL DIRECTOR

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PRESIDENT AND CEO

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Tanya Atkinson  
CHIEF EXTERNAL AFFAIRS OFFICER

Dawn Balistreri  
VICE PRESIDENT OF INFORMATION TECHNOLOGY

Debbie Bonilla  
VICE PRESIDENT OF PATIENT SERVICES

Linda Neff  
CHIEF DEVELOPMENT AND  
BRAND STRATEGY OFFICER

AS OF SEPTEMBER 30, 2016

# COMBINED STATEMENT OF FINANCIAL POSITION

FISCAL YEAR OCTOBER 1, 2015 - SEPTEMBER 30, 2016

## ASSETS

Current Assets	\$5,722,261
Investments	4,195,484
Property & Equipment, Net	5,145,142
Other Assets	2,706,649
<b>Total Assets</b>	<b>\$17,769,536</b>

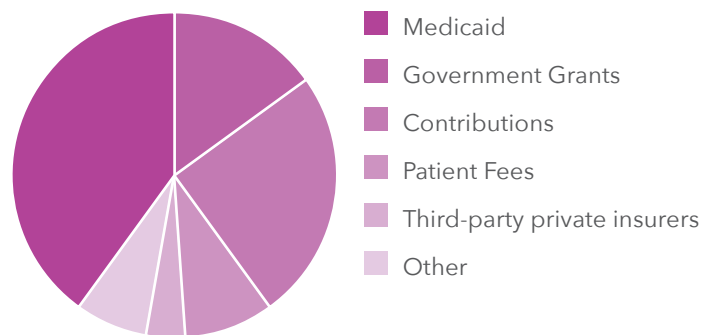
## LIABILITIES & NET ASSETS

Current Liabilities	\$2,110,106
Long-term Liabilities	–
<b>Total Liabilities</b>	<b>\$2,110,106</b>

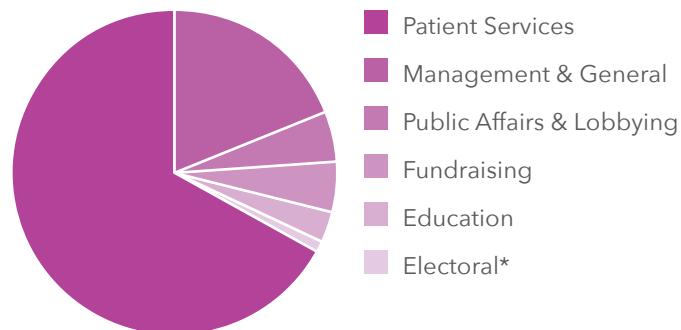
## NET ASSETS

Unrestricted	\$11,263,441
Temporary Restricted	3,231,710
Permanently Restricted	1,164,279
<b>Total Net Assets</b>	<b>\$15,659,430</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$17,769,536</b>

## SOURCE OF REVENUE



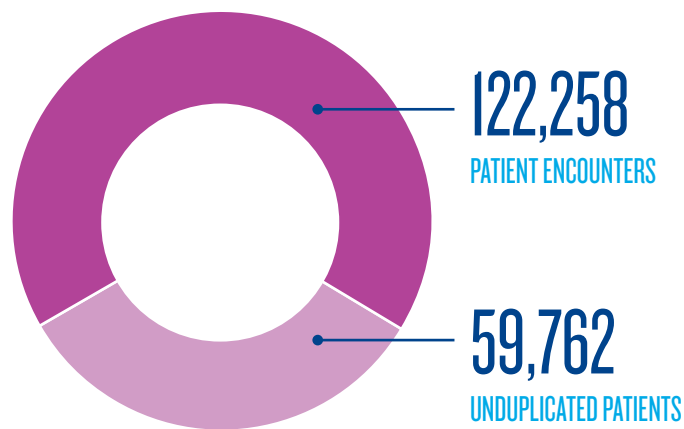
## ALLOCATION OF EXPENSES



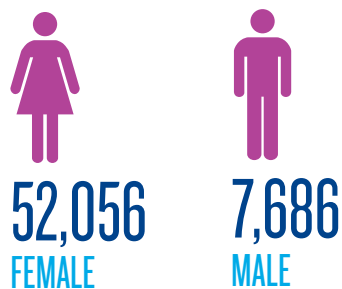
\*Planned Parenthood of Wisconsin, Inc. is a tax exempt § 501(c)(3) organization (PPWI) that does not engage in any electoral activities. Planned Parenthood Advocates of Wisconsin, Inc., a tax exempt § 501(c)(4) organization (Advocates), engages in some electoral work as permitted political activity 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

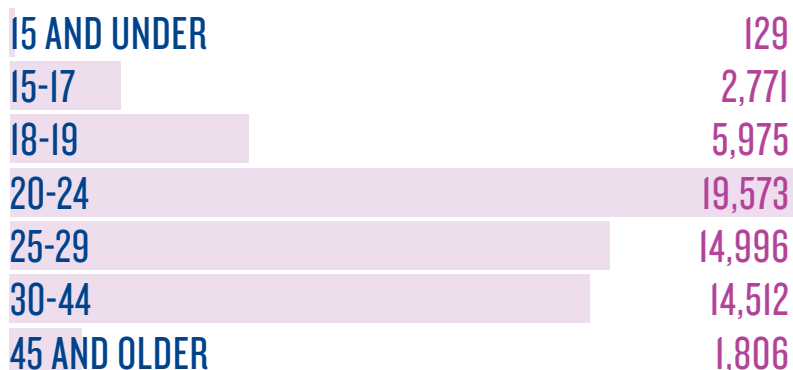
## OVERVIEW



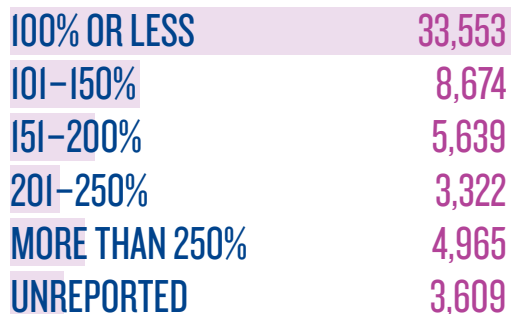
## GENDER



## AGE



## POVERTY LEVEL



## RACE



## ETHNICITY



# SERVICES PROVIDED

BIRTH CONTROL UNITS

138,527

EMERGENCY CONTRACEPTION UNITS

66,227

STD TESTS

82,499

PATIENT EXAMS

21,705

PREGNANCY TESTS

17,569

HIV TESTS

15,370

BREAST EXAMS

2,428

ABORTIONS

3,889

CERVICAL CANCER SCREENINGS

3,066

COLPOSCOPIES/CRYOTHERAPIES

219

## PUBLIC AFFAIRS\*

SUPPORTERS

326,502

EMAIL ACTIVISTS

33,431

EMAILS SENT

619,205

VOLUNTEERS

1,285

VOLUNTEER HOURS

3,855

OUTREACH EVENTS

412

MEDIA STORIES

713

\*Numbers do not include election activities.

# EDUCATION AND TRAINING

## EMBODY: BY THE NUMBERS



## PARTICIPANT DEMOGRAPHICS

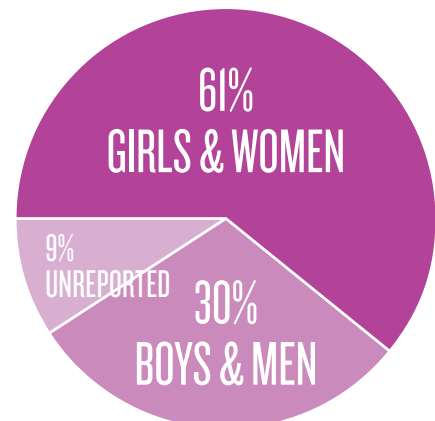
### AGE

11 AND UNDER	9%
12-14	11%
15-18	25%
19-24	10%
25-30	7%
31-50	25%
50 AND OLDER	6%
UNREPORTED	7%

### RACE/ETHNICITY

AFRICAN AMERICAN	11%
ASIAN AMERICAN	5%
LATINO/LATINA	49%
OTHER	4%
UNREPORTED	5%
WHITE	26%

### GENDER





TOGETHER WE ARE **SAFE.**

TOGETHER WE ARE **HEALTHY.**

TOGETHER WE ARE **STRONG.**

TOGETHER WE ARE  
**PLANNED PARENTHOOD OF WISCONSIN.**



Planned Parenthood  
of Wisconsin, Inc.



302 North Jackson Street  
Milwaukee, WI 53202  
(414) 276-8777

**ppwi.org**