

UNSTOPPABLE



FISCAL YEAR 2017/18

DEAR FRIENDS,

During the last fiscal year Planned Parenthood of Wisconsin – boldly – determined that it would thrive. And collectively, wow, did we thrive! Despite continued political challenges, PPWI’s mission continued to expand and be enhanced through adaptability and innovation – thanks to your continued persistence and support! Success for the PPWI mission is undeniable, as you will see from our annual report highlights.

We expanded health care services, adding endometrial biopsies, polyp removals, and early pregnancy complication management at all 21 health centers. We enhanced abortion access in northeastern Wisconsin by adding medication abortion care at our Sheboygan location. And we successfully completed a \$28 million *Be Visible Capital Campaign* to fortify our work well into the future! **Thank You!**

With your support, Planned Parenthood of Wisconsin had an exciting year of building momentum. We met our challenges head-on in bold and brave new ways; emerging stronger than ever for our patients and communities. **Thank You!**

Together we are strong. Together we are unstoppable!

Sincerely,

Tanya Atkinson
PRESIDENT AND CEO

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CHIEF OPERATING OFFICER

Planned Parenthood of Wisconsin (PPWI) is a 501(c)(3) nonprofit health care provider caring for over 60,000 patients annually at 21 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, 2017 - SEPTEMBER 30, 2018

ASSETS

Current Assets	\$9,968,756
Investments	1,226,111
Property & Equipment, Net	10,442,305
Other Assets	3,207,324
Total Assets	\$24,844,496

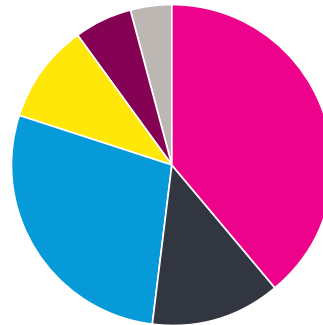
LIABILITIES & NET ASSETS

Current Liabilities	\$1,970,914
Long-term Liabilities	—
Total Liabilities	\$1,970,914

NET ASSETS

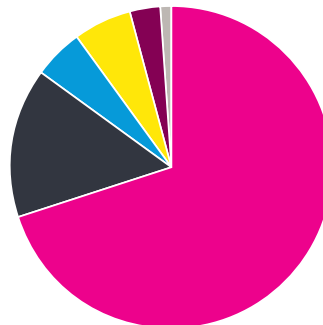
Unrestricted	\$16,014,424
Temporary Restricted	5,970,449
Permanently Restricted	888,709
Total Net Assets	\$22,873,582
Total Liabilities & Net Assets	\$24,844,496

SOURCE OF REVENUE



Medicaid	39%
Government Grants	13%
Contributions	28%
Patient Fees	10%
Third-party private insurers	6%
Other	4%

ALLOCATION OF EXPENSES

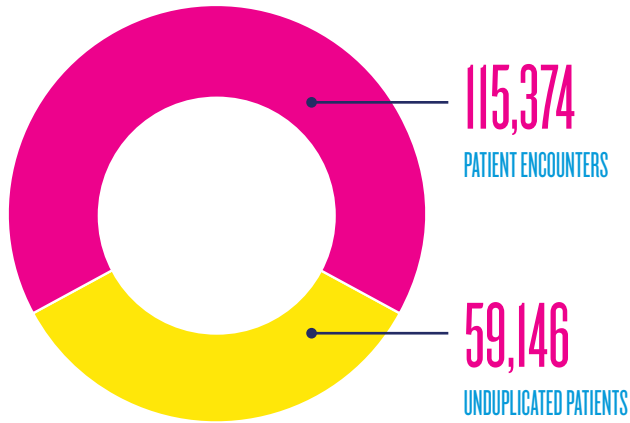


Patient Services	70%
Management & General	15%
Public Affairs & Lobbying	5%
Fundraising	6%
Education	3%
Electoral*	1%

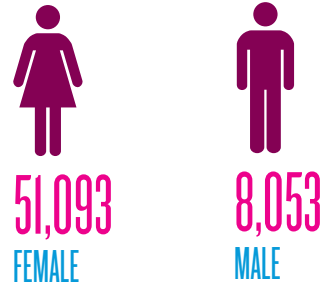
*Planned Parenthood of Wisconsin, Inc. is a tax exempt § 501(c)(3) organization (PPWI) that does not engage in any electoral activities. Planned Parenthood Advocates of Wisconsin, Inc., a tax exempt § 501(c)(4) organization (Advocates), engages in some electoral work as permitted political activity under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

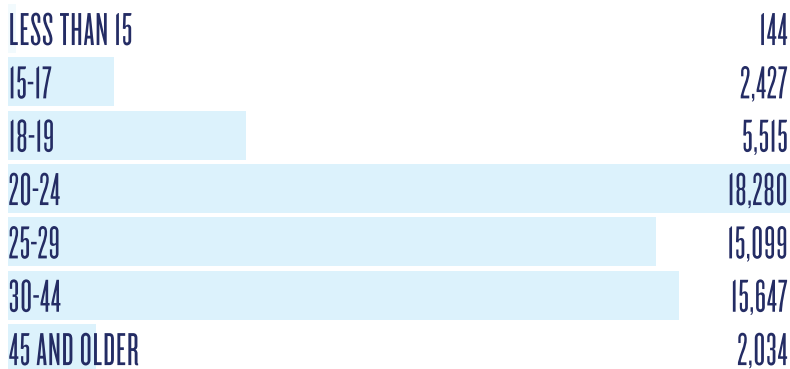
OVERVIEW



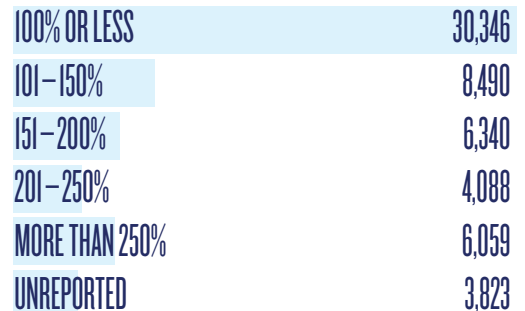
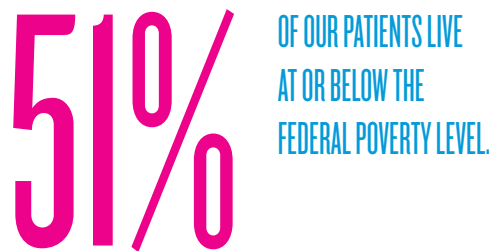
GENDER



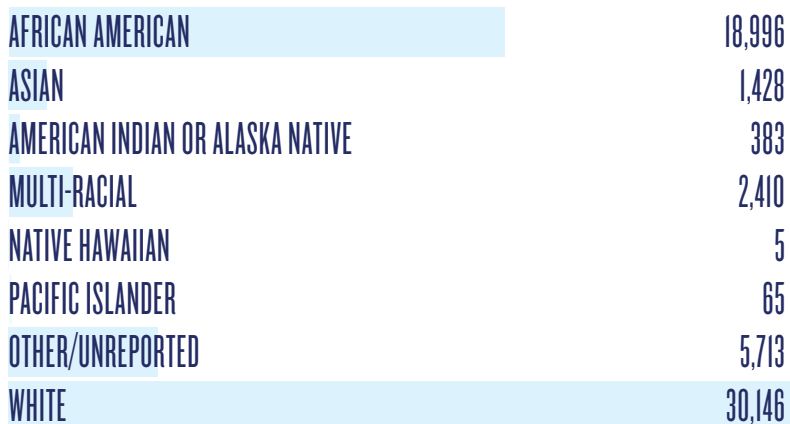
AGE



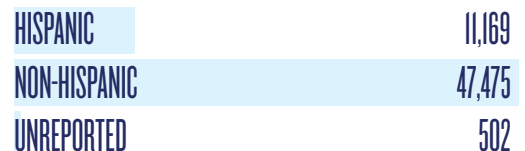
POVERTY LEVEL



RACE



ETHNICITY



SERVICES PROVIDED

BIRTH CONTROL UNITS¹

142,324

EMERGENCY CONTRACEPTION UNITS²

61,990

STD TESTS

105,740

PREGNANCY TESTS

13,367

HIV TESTS

15,184

BREAST EXAMS

860

ABORTIONS

4,639

CERVICAL CANCER SCREENINGS

5,374

COLPOSCOPIES/CRYOTHERAPIES

324

¹ 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.

² A unit represents the distribution of a single unit of Emergency Contraception to a patient.

PUBLIC AFFAIRS*

SUPPORTERS

397,464

EMAIL ACTIVISTS

64,289

EMAILS SENT

474,482

VOLUNTEERS

443

VOLUNTEER HOURS

1,329

VISIBILITY AND
OUTREACH EVENTS

56

MEDIA STORIES

491

*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.

915 EDUCATION AND TRAINING OPPORTUNITIES

FOR **17,874** PARTICIPANTS (12,955 UNDUPLICATED PARTICIPANTS)

Including:

141

Number of **educational workshops** in schools and community settings

649

Number of **Home Health Parties**

44

Number of **health fairs and other outreach events**

81

Number of **professional training opportunities**

165

Number of **patients who received peer education through our Youth Health Clinic**

PARTICIPANT DEMOGRAPHICS

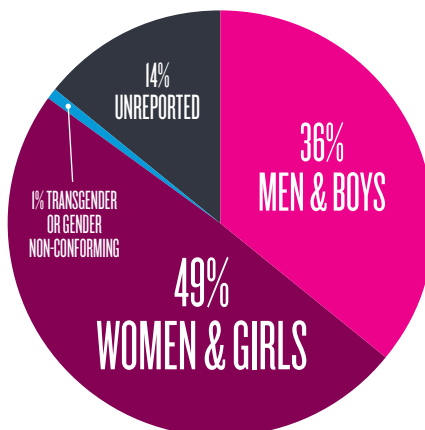
AGE

UNDER AGE 12	10%
AGES 12-14	10%
AGES 15-17	24%
AGES 18-24	10%
AGES 25-60	32%
OVER AGE 60	2%
UNREPORTED	12%

RACE/ETHNICITY

BLACK	20%
WHITE	17%
LATINO	36%
NATIVE AMERICAN	3%
ASIAN	5%
MULTIRACIAL	5%
UNREPORTED	14%

GENDER





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