



# 2008

Planned Parenthood<sup>®</sup>  
of West and Northern Michigan, Inc.

## Annual Report

### **Stronger Together**

Planned Parenthood Centers of West Michigan and Planned Parenthood Northern Michigan merged on September 30, 2007 to become *stronger together* as Planned Parenthood of West and Northern Michigan (PPWNM). Fiscal year 2008 (October 1, 2007–September 30, 2008) was an extraordinary twelve months of “firsts” for PPWNM — new opportunities, incredible challenges, and constant change. We strengthened our infrastructure, integrated cost effective and efficient systems, and began to implement a strategic plan to maintain and grow our essential services. As health care providers, educators, advocates, volunteers, donors, and supporters; indeed, we are *stronger together!*

### **Health Care**

We honor our health care clients by delivering services that reflect the diversity of their strengths and challenges in attaining and maintaining their reproductive and sexual health. In FY2008, PPWNM’s seven health center sites saw 19,001 clients who made a total of 47,266 medical visits.

### **Education**

PPWNM designs its prevention projects and programs to reflect the unique needs, traditions, values, and desired outcomes of staff, volunteers, students, parents, faith-based groups, after-school learners, and professionals. We measure our effectiveness with creative evaluation tools, and continuously act on suggestions for improvement from our customers. We remain true to who and what we are: A catalyst for sexual health. In FY2008, PPWNM delivered education and training experiences to 12,157 participants.

### **Advocacy**

We envision communities of knowledgeable, confident, and empowered people who give voice to their hopes, concerns, and expectations. This inspiring yet challenging vision drives the activities and events that give substance and momentum to our values. In FY2008, PPWNM staff and volunteers participated in 25 visibility events; signed up 747 new members to the Planned Parenthood Action Network (our online advocacy information service); wrote hundreds of letters to local, state, and federal lawmakers; and maintained advocacy centers at all of our seven health center sites. Young activists were trained and supported through our high school Something to Say project and college VOX groups.

### **Development**

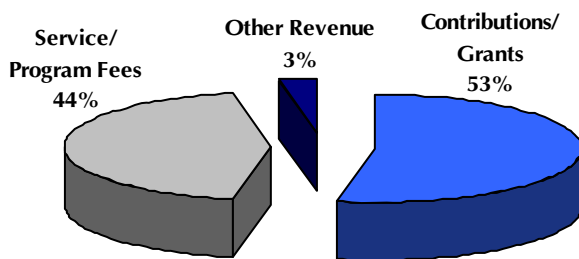
Friend-and-fundraising in FY2008 resulted in a successful annual campaign, as PPWNM reached its \$1 million goal! Generous donors and private foundations answered our call for funding assistance and other support. PPWNM volunteers donated 3,392 hours as board members, fundraisers, event planners, clerical support, and activists. Thank you to everyone who contributed in some way in FY2008 to make Planned Parenthood of West and Northern Michigan *stronger together* in its first full year!

# 2008

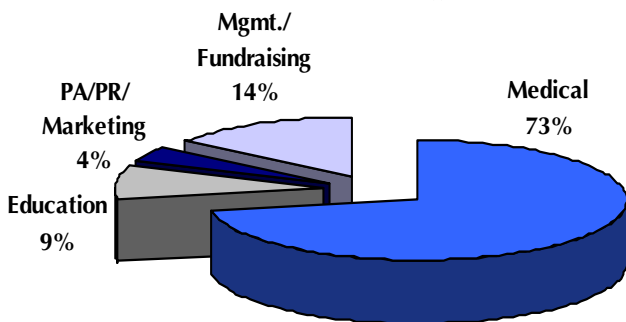
## Financial Report

FY2008: October 1, 2007–September 30, 2008

### Functional Revenue



### Functional Expense



### REVENUE

Contributions/Grants	\$2,480,269
Service/Program Fees	\$2,050,718
Other Support/Revenue	\$141,504
Unrealized Gains/(Losses)	-\$750,757
<b>TOTAL REVENUE</b>	<b>\$4,214,016</b>

### EXPENSE

<b>Program Services</b>	
Client Services	\$3,266,661
Education Services	\$421,457
Public Relations/ Marketing	\$68,453
Public Affairs	\$114,598
<b>Total Program Services</b>	<b>\$3,871,169</b>
<b>Support Services</b>	
Management/General	\$386,019
Fundraising	\$249,110
<b>Total Support Services</b>	<b>\$635,129</b>
<b>TOTAL EXPENSES</b>	<b>\$4,506,298</b>
Excess Revenue/(Expense) before other changes in Net Assets	-\$292,282
Restricted Long Term Pledge — Unrealized Change in Market Value	\$9,682
Change in Net Assets	-\$282,600

### Our Mission:

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