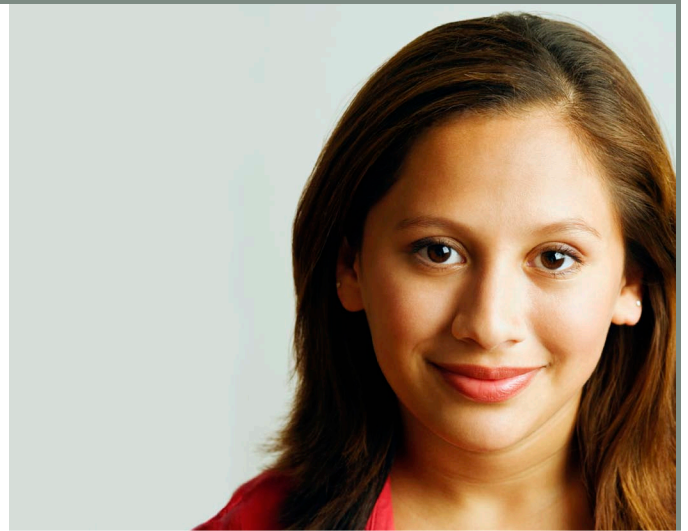


KNOWLEDGE IS
POWER.
BECOME
AN EXPERT.

Celebrating A History and Future of High Quality Reproductive Services.



Greetings

Dear Friends,

This has been a year we won't soon forget!

It's been a year of overcoming opposition and embracing opportunity, a year of challenging the status quo and changing the momentum in Michigan. Perhaps our most stunning achievement was opening a fantastic new health center in Midtown Detroit. We believe this beautiful, 6,000 square-foot facility reflects our mission to treat our patients with the respect and professional, quality care they deserve. We are also relocating our Warren facility to a much better, highly visible spot so our patients can easily find us!

Our education department has grown to include new educators in key areas, particularly in Southeast Michigan. We are especially proud to be launching new sexual health education programs in both the Detroit and Ypsilanti Public Schools. We have also been successful in getting our educators and comprehensive sex education supporters to serve on reproductive health education boards in many school districts, allowing those districts to bring comprehensive sex ed to the Michigan students who rely on us for medically accurate information.

A great deal of our time and energy during this past year was put into this historic election. We knew that we had a window of opportunity to make real changes in the Federal and Michigan legislatures if we put our minds – and lots of elbow grease – into the task. Our advocacy work in Michigan received a vote of confidence and a great financial boost with a grant of \$50,000 from the Ms. Foundation for Women. This grant bolstered our grassroots organizing efforts to elect pro-choice candidates who will make women's health care a top priority.

It has been over a decade since the Michigan Legislature has passed any significant bills to promote women's health care and protect women's rights, and we are determined to see that change.

While it was a heady year with achievements to savor, we know that the year ahead is going to be a challenge. As this economy grows more fragile, there will be more women in need of our affordable health care and reproductive services. There will be more families struggling as they find themselves underinsured or uninsured because of job losses. There will always be anti-choice groups and reactionary legislators who will fight us every step of the way on our Prevention First bills. So while our successes have been significant, we will need your continued support for the work ahead of us.

We are thrilled to share this special annual report with you, and to express our sincere gratitude to our donors and supporters. These achievements would not be possible without the vision and commitment of many individuals, foundations, businesses, and political leaders. We are honored by your interest, your confidence and your generosity.

Thank you for making history with us. Our best,



A handwritten signature in black ink that reads "Lori Lamerand".

Lori Lamerand
President/CEO



A handwritten signature in black ink that reads "Jean P. Rowan".

Jean P. Rowan
Chair, Board of Trustees

Our Pledge to You

We pledge to provide every patient who walks through our doors with high quality reproductive health services that are private, affordable, non-judgmental and in a manner that is helpful and respectful. We are proud of our history and committed to the future: Planned Parenthood has done more to improve women’s health and safety than any other organization in the U.S. and is the nation’s leading sexual and reproductive health care advocate and provider.

Our Mission



Planned Parenthood Mid and South Michigan works to ensure full access to reproductive health care for all people through medical services, education and advocacy. We believe that each person should be free to decide when and whether to be a parent so that every child is wanted and loved. Our services and programs are available to all people, regardless of race, age, gender, marital status, national origin, disability or sexual orientation.

Building Buzz

WE'VE GOT A CREAM FOR THAT.

Hey, it happens. More than half of us will get a sexually transmitted disease at some point in our lives. And we're here to help.

We have a caring, common sense approach with the best clinicians, health educators and staff serving women, men and teens.

So whether you need STD testing and treatment, contraception or an annual exam, we can help educate and empower you to make the best decisions about your body.

Planning is the best protection.

PlannedParenthoodDetroit.org

Planned Parenthood®
Mid and South Michigan

Now in Midtown
4229 Cass Avenue, Detroit
1.800.230.PLAN

We keep our fees low and what you pay depends on your family income.

Accepting most forms of insurance including Medicaid.

metrotimes
2008 Best of Detroit
PEOPLE'S PICK

A generous grant from the Community Foundation for Southeast Michigan supported our efforts to build community collaborations and general awareness of the new PPMSM Health Center in the Midtown neighborhood of Detroit. This print advertisement, which appeared in the Detroit Metro Times in October, is one example from the advertising campaign funded by the Community Foundation. This grant also strengthened our overall public relations programs in that many of the materials that were developed can be adapted for use in other parts of the PPMSM service area.

Financial Summary

Expenses

Patient Services	6,954,362	73.40%
Education	493,897	5.21%
Public Advocacy	213,366	2.25%
Fundraising	451,189	4.76%
Administration	1,361,448	14.38%
Total	9,474,262	100.00%

Revenue

Patient Fees	4,678,887	49.15%
Family Planning Grant	3,104,505	32.61%
Contributions & Local Grants	1,633,683	17.16%
Education	3,897	0.04%
Other Income	82,809	0.87%
Investment Income	15,864	0.17%
Total	9,519,645	100.00%

Medical Services

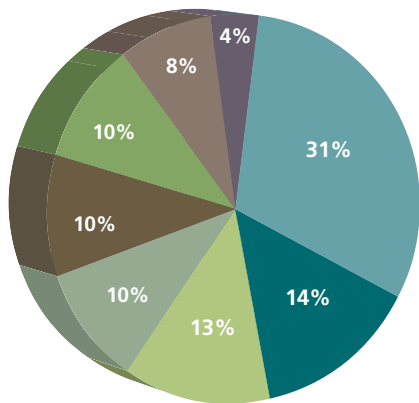
Best Outcomes Report

Planned Parenthood Federation of America (PPFA) is piloting a study of “Excellence in Care” in abortion services. They have created patient surveys to measure the patients’ perception of their abortion care. The Ann Arbor Health Center participated in these surveys and ranked high on the national Best Outcome Report in several categories, including being treated with care and respect, given enough privacy, and given enough information from staff. We always knew we provided exceptional abortion care but it is great to know others think so as well! This also gives us a chance to measure ourselves against other affiliates to see how we compare and learn from them.

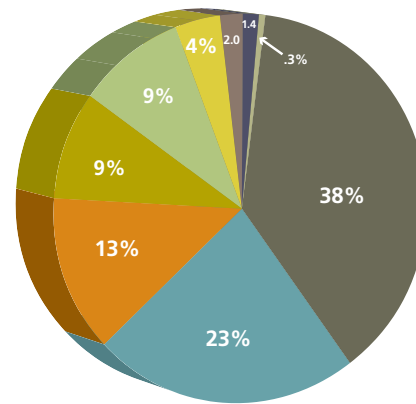
STI Express

We have joined with the Infertility Prevention Project to initiate a service to provide sexually transmitted infection (STI) screening as a package for patients. The goal is to screen a large number of men and women with hopes of protecting their fertility by offering early treatment and prevention. We are offering a “package rate” and it is a quick visit that doesn’t require a full exam. STI’s included in the screening are gonorrhea, chlamydia, HIV and syphilis.

Patient Demographics



Income Level / Pay Source



Ages All Sites

Income Level / Pay Source	Number	Percentages
< 100% Poverty	12,706	31%
101-150% Poverty	5,265	13%
151-200% Poverty	4,003	10%
201-250% Poverty	1,808	4%
> 250% Poverty	4,228	10%
Medicaid	3,984	10%
Plan First!	5,689	14%
Private Insurance	3,072	8%
Total	40,755	100%

Ages All Sites	Number	Percentages
< 15	133	0.3%
15-17	3,612	9%
18-19	5,450	13%
20-24	15,419	38%
25-29	9,413	23%
30-34	3,510	9%
35-39	1,811	4%
40-44	840	2%
44 >	567	1.4%
Total	40,755	100%

Total medical visits	109,544
Patient Census	36,632
Oral Contraceptives	101,324
Contraceptive Patches	6,018
IUD's	731
Contraceptive Rings	18,833
Pap Tests, Cervical Cancer Screening and Breast Exams	15,789
Emergency Contraception Dispensed	20,424

Pregnancy Testing and Options Counseling	11,538
Prenatal Visits	1,946
HIV/AIDS Testing and Counseling	2,715
Surgical Abortion Procedures	1,324
Medication Abortion	998
Colposcopy/Cryotherapy/LEEP	487
Vasectomy	34



Education



The Education Department of Planned Parenthood Mid and South Michigan strives to provide accurate sexual health information in a safe, non-judgmental manner to help all people make informed life decisions. As leading experts in the sexual and reproductive health field, PPMSM provides professional training and educational programs in the communities we serve. Our education programs are tailored to meet the individual needs of a group and are age appropriate.

- ✦ In 2008 PPMSM health educators spoke to 7,216 young adults, parents, teachers, and professionals throughout Mid and South Michigan in 15 counties.
- ✦ 88% of our educational programs were offered in schools.
- ✦ Last year we provided educational programs to schools, juvenile detention centers, civic organizations, sororities, private homes, organizations for persons with mental or physical disabilities, adult incarceration centers, religious institutions, social service agencies, and substance abuse treatment centers.
- ✦ PPMSM offers professional training to a wide variety of community-serving professionals including: school teachers, social workers, clinicians, non-profit professionals and public health professionals. Our goal is to give professionals the latest information in sexual and reproductive health and to build bridges between different organizations, schools, and health centers.
- ✦ In 2008, we extended our training opportunities to the southeast Michigan area. We had found that many community-serving professionals were eager to receive updates on STDs, HIV, contraception and sexual education theory and practice. Since our initial training in Southfield, not only has our demand for trainings increased, but we have been able to foster new relationships with public schools, non-profits, and agencies in the southeast area.

Educational Programs

- ✦ Abortion
- ✦ Abstinence and Sexual Decision Making
- ✦ Abstinence and Healthy Relationships
- ✦ Baby Think It Over
- ✦ Beyond the Birds and the Bees
- ✦ Contraceptive Options
- ✦ CPR
- ✦ HIV/AIDS
- ✦ Nuts and Bolts of Sexuality Education
- ✦ Parent-Child Puberty Workshops
- ✦ Peer Education Program
- ✦ Planned Parenthood Overview
- ✦ Pregnancy Options Counseling and Referrals
- ✦ Reproductive Anatomy and Physiology
- ✦ Safer Sex/Risk Reduction
- ✦ Sexually Transmitted Infections (STIs)
- ✦ Sisters Playing It Safe
- ✦ Teen Peer Education

Advocacy

Our long term advocacy goals promote public policy that supports reproductive justice and makes it possible for women, men and teens to have access to reproductive health services. In 2008, we integrated our goals with our state advocacy plan to advance Planned Parenthood's Prevention First legislation.

- ✦ We played a key role in statewide campaigns such as the Affordable Birth Control campaign, where we sent over 2,600 letters to members of Congress.
- ✦ Staff and volunteers organized the Teen Peer Education Summit to give peer educators across the state the opportunity to network and participate in hands-on advocacy training.
- ✦ Teens from Jackson, Ann Arbor, Milan and Benton Harbor joined the Michigan Youth Lobby Day in Lansing educating legislators about the critical importance of comprehensive sex education to protect the health of our youth.
- ✦ We collaborated with student organizations and young professionals to involve future leaders in Planned Parenthood's advocacy work. These young advocates groups organized events throughout the year including celebrations of the 35th Roe vs. Wade anniversary.
- ✦ We led a coalition group for the Michigan March for Choice event in Lansing, where hundreds of supporters called on legislators to push for our prevention legislation.
- ✦ In the past year, 7,723 Planned Parenthood Action Fund members in our communities contacted their legislators online to promote Planned Parenthood's policy goals.



The following donor honor roll is a testament to the vision, dedication and generosity of thousands of supporters who have helped Planned Parenthood Mid and South Michigan fulfill its mission. This list acknowledges members of the Margaret Sanger Society, who have made combined gifts of \$500 or more during our 2007-2008 fiscal year (October 01, 2007-September 30, 2008).

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3100 Professional Dr.
Ann Arbor, MI 48104
734-973-0710

Ann Arbor West Health Center

2370 W. Stadium Blvd.
Ann Arbor, MI 48103
734-929-9480

Ypsilanti Health Center

840 Maus Ave.
Ypsilanti, MI 48198
734-485-0144

Benton Harbor Health Center

1161 E. Napier Ave.
Benton Harbor, MI 49022
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7900 Grand River Ave.
Brighton, MI 48114
810-220-4513

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517-333-6744

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517-784-1700

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517-351-0550

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37625 Ann Arbor Rd., Ste. 107
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4229 Cass Ave.
Detroit, MI 48201
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