



Planned Parenthood®
Advocates of Michigan



2006 Annual Report



Although each new year

brings its own significant accomplishments, 2006 broke new ground with an unprecedented voter mobilization effort and in-depth



Sarah Scranton

collaboration with the Planned Parenthood Action Fund.

Planned Parenthood's mission is profoundly affected by the policies and laws created by our elected officials and those they appoint. Since politics have a direct impact on the

lives of those Planned Parenthood serves, every vote in favor of candidates who support reproductive rights is critical.

Planned Parenthood Advocates of Michigan mobilized our staff and volunteers to get the word out far and wide that our issues depend on your votes. We thank you for your support and look forward to our ongoing work together to ensure Michigan's legislature reflects our pro-choice majority.



Sarah Scranton
Executive Director

Michigan Stands Up for Women's Health

Planned Parenthood Advocates of Michigan (Advocates) had a groundbreaking election year in 2006. With national attention on our gubernatorial race, a partnership with the national Planned Parenthood Action Fund (PPAF), and participation in the America Votes coalition, this was an exciting and very busy election season with positive results.

Michigan Gets Results

The big news was that pro-choice Governor Jennifer M. Granholm handily won reelection. *Detroit Free Press* reported that the abortion issue "played a critical role" in this election: "Pro-life voters lined up behind DeVos by 2-to-1, 65% to 33%. But, pro-choice voters, who are more numerous in Michigan than pro-life voters, went for Granholm by about 3-to-1 (74% to 24%)." The election also resulted in enough votes in both the House and Senate to protect the Governor's veto pen. While there are no longer any pro-choice Republicans in either chamber, there are several anti-choice legislators who do support preventive health care.

Advocates endorsed 22 candidates for the Michigan Senate, and 13 of our endorsed candidates were elected to serve in the 2007-2008 session. In the Michigan House of Representatives, Advocates endorsed 58 candidates and 33 of those candidates were elected.

Unfortunately, Michigan's Proposal 2 passed overwhelmingly. Advocates worked with the One United Michigan coalition to oppose the initiative.

2006 Election Success

Michigan Partnerships

Planned Parenthood Advocates of Michigan entered into a partnership with the national Planned Parenthood Action Fund during the 2006 election season to enact a comprehensive voter education and mobilization program. Jordan Fitzgerald from the PPAF Field Operations department joined Advocates staff in October to act as national team leader in Michigan to help coordinate activities on the ground. Six additional Planned Parenthood staff people from around the country also joined our efforts in Michigan.

We were honored that our national Planned Parenthood President Cecile Richards and Elena Marks, current PPAF Board Chair and incoming Planned Parenthood Federation of America Board Chair, also joined us during election weekend to assist with our organizing activities in the field. Advocates staff are incredibly grateful to PPAF for investing so much time and effort in our state.

Advocates and PPAF coordinated get-out-the-vote efforts with other progressive organizations through America Votes to maximize resources and volunteers and to target those voters who otherwise might not get to the polls on Election Day. Our efforts helped increase progressive turnout by as much as 112% in some districts!

Advocates devoted a great deal of resources to our voter education and outreach efforts in the General Election, which resulted in many positive outcomes. Advocates' organizing efforts resulted in the distribution of:

- 114,100 pieces of mail,
- 40,938 emails,
- 55,694 phone calls, and
- 11,500 door knocks.



Planned Parenthood President Cecile Richards gets staff and volunteers fired up on election weekend.



Jordan Fitzgerald, Sarah Scranton, Elena Marks and Keith Sims celebrate victories at the close of Election Day.

Highlights of Advocates' Activities 2006

Legislative Efforts

Advocates has an overall responsibility for developing and implementing legislative activities. Advocates conducts analysis of legislation, develops positions, formulates objectives and initiates activities that promote legislative policies with the legislature and the public. Advocates also lobbies in support of our proactive legislation.

Advocates tracked 78 bills of interest to Planned Parenthood in 2006. Of those, 32 were bills Advocates supported, and 33 were opposed. Advocates staff provided testimony in support or opposition to legislation at committee hearings when appropriate.

Advocates continues to develop contacts and professional relationships with members of the state legislature; with leaders of the administration; with directors and key administrative staff of state departments; with leaders of state pro-choice organizations; and with other appropriate civil rights, health and human service organizations.

Advocates works primarily with legislative staff and staff from the Department of Community Health to monitor and learn about activities of interest to the organization.

Advocates continued to publish *the Connection*, a publication for our friends in the Michigan Legislature. The newsletter is issued monthly when the legislature is in session. Advocates staff has also continued to reach out to our opposition in the legislature and the community in an effort to reach common ground on some issues.



Planned Parenthood Advocates of Michigan's web presence was completely redesigned in 2006. After surveying the users of www.miplannedparenthood.org about who they are and why they visit, the site was redeveloped to promote ease of use and appeal to young people. The site was kept up to date with pending and passed legislation, voting records, events, and other items as appropriate.



Planned Parenthood Advocates of Michigan Political Action Committee January–December 2006 Budget

	Jan. - Dec.	Budget	Variance
Income			
Accumulated Surplus	22,205	0	22,205
Fundraising Income	52,910	136,300	-83,390
Total Income	\$75,115	\$136,300	\$-61,185
Expense			
Candidate Support	69,163	114,300	-45,137
Fundraising Expenses	3,722	6,000	-2,278
General Election Voter Guide	947	16,000	-15,053
Total Expense	\$73,832	\$136,300	\$-62,468

Fundraising Highlights



Planned Parenthood Advocates of Michigan staff and Cecile Richards.

At the 2006 annual meeting of Planned Parenthood Advocates of Michigan's Board of Directors, a decision was made to make Advocates a membership organization. In our first six months as a membership organization, Advocates gained 163 dues-paying members.

Thanks to the generosity of Planned Parenthood Advocates of Michigan supporters who were willing to open their homes and organize local community events, Advocates was able to hold fundraising receptions in Flint, Harbor Springs, Bloomfield Hills, Kalamazoo, and Brighton.

On June 7, Planned Parenthood Action Fund and Advocates Political Action Committee held two successful

fundraising events in Ann Arbor and Lansing. Featured guest Cecile Richards dazzled the crowd at each location with her inspiring speech about the power of Planned Parenthood and our ability to influence the upcoming election.

Thank all those who dedicated their personal volunteer time to make these events successful.

To protect the privacy of our donors, donor names have been removed from this electronic document.

Planned Parenthood Advocates of Michigan January–December 2006 Budget

	Jan. - Dec.	Budget	Variance
Income			
Transfer of 2005 Reserves	58,191	58,191	-
Contributions			
PPAF Electoral Grant	80,000	80,000	0
Total Fundraising Income	7,741	15,000	-7,259
Total Contributions	87,741	95,000	-7,259
Dues			
PPCWM	20,252	20,252	0
PPECM	9,668	9,668	0
PPMMA	30,036	30,036	0
PPNM	9,000	9,000	0
PPSCM	17,744	17,744	0
PPSM	11,500	11,500	0
Total Dues	98,200	98,200	0
Interest Income	2,050	500	1,550
Total Income	246,182	251,891	-5,709
Expense			
Total Compensation	61,627	72,420	-10,793
Total Program Expenses	135,021	153,728	-18,707
Total General Operating Expenses	20,147	23,339	-3,192
Get Active - Restricted	0	2,400	-2,400
Total Expense	216,795	251,887	-35,092
Available Funds for Carryforward	29,387	4	29,383



Planned Parenthood Affiliates of Michigan Board of Directors and Staff

Officers*

Mary Brown—*President (term 2006–2008)*

Rev. Mark Pawlowski—*1st Vice President (term 2006–2008)*

Paul Pratt—*2nd Vice President (term 2006–2008)*

Jim Richardson—*Treasurer (term 2006–2008)*

Jan Dolan—*Secretary (term 2006–2008)*

Board Members

Mary Brown

At Large—2008

Elizabeth Calcutt

PPNM—2006

Mary Currie

At Large—2008

Jan Dolan

At Large—2008

Tom Greene

At Large—2008

Barbara Hill

At Large—2008

Katherine Humphrey

PPCWM

Katie Jacob*

PPSM—2007

Judy Karandjeff

PPMMA—2008

Lori Lamerand

PPMMA

Bob Lohrmann

PPSCM—2008

Mike Nichols

At-Large—2008

Lisa Oliver-King*

PPCWM—2007

Yessica Padilla Pawlowski

At Large—2008

Rev. Mark Pawlowski

PPSCM

Paul Pratt

At Large—2008

Sandra Reese

PPSM

James Richardson

PPECM

Sally Shaheen Joseph*

PPECM—2007

Erin Tonda

PPSCM—2006

Karen Walker

At-Large—2008

* *Elected at June 2005 Annual Meeting*

Staff

Sarah Scranton

Executive Director

Macie Schriener

Communications Director

Katey Aquilina

Community Organizer

Katie Collins

Community Organizer

May – November

Dessa Cosma

Community Organizer

Hired in September

Rebecca Crawford

Community Organizer

May – September

Christina Kuo

Community Organizer

—Through July

Nayyirah Shariff

Community Organizer

May – November

Shannon Nobles

Intern

May – August

Andrea Ragan

Intern, Administrative Staff

February – September





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