

## 2014 IN REVIEW

For Planned Parenthood Advocates of Michigan, this past year can be defined by one theme: **Community**.

In 2014, our staff, volunteers, and supporters accomplished impressive feats. We knew the best way to make an impact was to go to where the people were and have conversations. We knocked on doors, we enrolled our neighbors in health insurance, and we educated them on the importance of voting.



### Enrolling our Neighbors

From October 1, 2013, through March 31, 2014, Planned Parenthood Affiliates of Michigan conducted a statewide Affordable Care Act (ACA) Outreach, Education, and Enrollment Program in 8 communities around the state: Ann Arbor, Detroit, Saginaw, Flint, Lansing, Kalamazoo, Grand Rapids, and Traverse City.

**160** Events

**83** Presentations

**4,423** People

**691** Shifts

**3,484** Hours

**28** Media Hits

**553** Enrollment Assists

**64** Volunteers

We educated, we assisted, and we did our part to create healthier communities and a stronger Michigan!

### This is what we do!

In 2014, PPAM launched an unprecedented community outreach program to educate voters on issues concerning women's health, focusing on legislative accountability. We educated communities about on how their local representatives voted on recent issues, such as the ban on abortion coverage in all insurance and Medicaid Expansion. In addition to sending mail and making phone calls, the program, called **Michigan Women Are Watching**, also took the exciting step of going on TV! Our commercial featuring "Jennifer" told a very personal story about just how much of an impact insurance coverage can have on families. This program enabled PPAM to build relationships in communities across the state.

PPAM worked tirelessly to educate voters on the choice status of the candidates running in their areas and played a large role in a few key races across the state

in support of choice champions. Engaging in electoral work across the state, PPAM knocked on doors and made phone calls to ensure that voters understood the importance of voting and who to vote for.

All of these programs were about more than an election—they were about building a movement of passionate and engaged supporters. We are very proud of how our community grew in 2014.

**129,881** Doors Knocked

**380,962** Phone Calls Made

**525,701** Pieces of Mail Sent

**4,039** New Volunteer Prospects

Yes, 2014 was about community. Planned Parenthood Advocates of Michigan has earned the trust of new friends, neighbors,

and families. We will continue to be a trusted voice for the thousands of women, men, and families that rely on us every year. No matter what.

### Allies in the Legislature

The 2014 election was hard. We were a part of some great wins, but we also suffered some very tough losses. But in both our wins and losses, we have pride in our work. We are proud to have helped elect **Gary Peters**. He, along with Senator **Debbie Stabenow**, will ensure Michigan has a continued united voice for women in the U.S. Senate. We were also proud to help reelect Representative **Winnie Brinks** in a contested battle in

Grand Rapids and to help elect Representatives-elect **Kristy Pagan** in Canton and **Stephanie Chang** in Detroit, among others.

We are also very excited to have choice champions in key leadership positions in

both chambers, notably Minority Leader **Jim Ananich** (D-Flint) in the state senate and Minority Leader **Tim Greimel** (D-Auburn Hills) in the state house. Both are long standing advocates for women's health. In fact, Senator Ananich was the sponsor of proactive legislation and spoke eloquently on the senate floor in opposition to the abortion insurance ban that passed last year. He and Minority Leader Greimel are not timid about their commitment to Michigan women and families, nor will they stand idly by when opponents attempt to pass egregious and dangerous legislation. We look forward to working with both of them and choice champions from across the state!

**Thank you for your ongoing support as we continue to fight for women and families in Michigan in 2015!**



