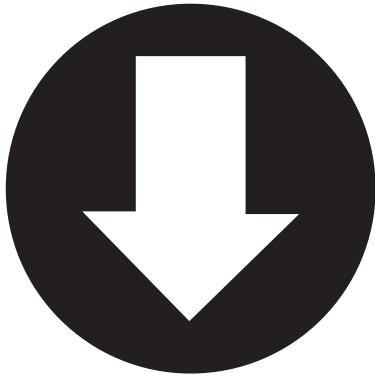


WE THINK THE NUMBERS ARE

BLACK & WHITE

Planned Parenthood of the Heartland Annual Report Analysis (Fiscal Year July 1, 2014 - June 30, 2015)*

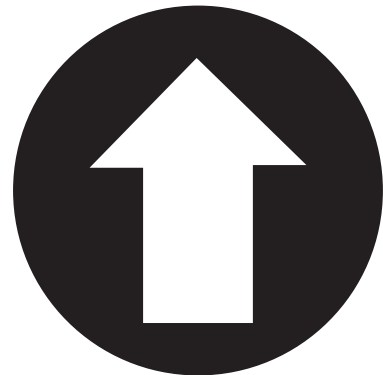
Overall, the numbers are down in all categories in 2015. For example:



- Contraceptive Visits: **94,858**
(down from 130,980 in 2014)
- Breast Exams: **5,954**
(down from 15,221 in 2014)
- Total Patients: **48,072**
(down nearly 20% from 59,989 in 2014)

While client services are rapidly diminishing, profits are increasing:

- Profits increased by **\$1.9 million**
- Fundraising is up by **\$1.3 million**
- Investment income rose almost **\$500,000**



Government grants are down slightly: \$3,094,449 vs \$3,112,550 in 2014

How can the government grants stay steady when patient services are down overall by 73,833 (26.2%) and profits are up by \$1.9 million?

Consider that at Planned Parenthood's 18 locations in Iowa, Nebraska, Arkansas and Oklahoma they see an average of **2,671** patients per location per year, an average of only **51** patients per location per week.
For that, they get over \$3 million in government grants?

*Stats are for their entire territory including Iowa, Nebraska, Arkansas and Oklahoma. This report does not reflect any effect that the insider videos would have on Planned Parenthood. The videos began to be released in July, weeks after their fiscal year reflected here ended.
(Source: <https://www.plannedparenthood.org/planned-parenthood-heartland/who-we-are/publications>)



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