



TOGETHER WE ARE BUILDING THE FUTURE



2007 Annual Report

 Planned Parenthood[®]
of the Rocky Mountains

OUR VISION:

In the communities we serve, Planned Parenthood of the Rocky Mountains will be the preeminent provider of affordable and accessible reproductive health services; the authoritative and sought after resource for comprehensive sex education; the most knowledgeable and active voice for choice; and will maintain financial strength to meet community needs.

Planned Parenthood of the Rocky Mountains (PPRM), founded in 1916, provides high quality, affordable health care services, as well as the education and information people need to make responsible choices. PPRM operates 32 health centers in five states: Colorado, Missouri, Nevada, New Mexico and Wyoming.



Margaret Sanger (1884-1966)

Margaret Sanger, founder of Planned Parenthood, worked first as a nurse where she learned first-hand of the health and social problems of too many pregnancies. Margaret Sanger spent time in jail to fight for sex education, and for distributing contraceptive information and contraceptives. Margaret Sanger lived long enough to see the practice of birth control declared a constitutional right (for married couples) in 1965.

Woman must have her freedom, the fundamental freedom of choosing whether or not she will be a mother and how many children she will have. —Margaret Sanger

Planned Parenthood Federation of America (PPFA) is the nation's leading sexual and reproductive health care advocate and provider. Planned Parenthood's 103 affiliates operate more than 860 health centers nationwide, providing medical services and sexuality education to nearly 5,000,000 women, men, and teenagers each year. Planned Parenthood's contraceptive services prevent an estimated 617,000 unintended pregnancies and 293,000 abortions each year.

One in four U.S. women have used Planned Parenthood services at some time in their lives.

DEAR MEMBERS OF THE PLANNED PARENTHOOD COMMUNITY:

For over 90 years, PPRM has been committed to its mission to improve the quality of life by enabling all people to exercise individual choice in their own reproductive health. In 1916, a group of ten Denver women committed to the family planning ideals of Margaret Sanger founded PPRM, initially called the *Denver Birth Control League*. Despite laws strictly limiting the discussion and use of birth control, PPRM opened its first health center in the basement of a Denver church in 1926. With changing laws and attitudes, PPRM's health, education, and advocacy services grew in response to the demand for reproductive health care choices.

Today, we are at a critical juncture.

While the demand for our services is greater than ever, the delivery of health care is at a crossroads.

The vital programs of comprehensive sex education for young people, access to safe and legal abortion, and even access to safe and effective contraception are being undermined by political and social forces.

Federal government spending on family planning and health care programs is diminishing rapidly despite massive increases in need. The problem is complex, with myriad factors working against people in need of health care. A recent national survey found that 27 percent of women between the ages 19 and 64 delay or forego needed medical care because of cost. For women who are poor or sick, the challenges are magnified with two-thirds reporting that they delayed or went without health care because they could not afford it.

There is a consistent and substantial increase in the cost of providing quality medical services due to factors such as: advancements in technology, meeting clinical and privacy regulations, security costs, and rising pharmaceutical costs which are increasing at rates three times inflation.

In this critical time, Planned Parenthood brings a unique understanding of the forces that will shape whatever the delivery of health care in America looks like in the future.



PPRM is committed to remaining the preeminent provider of reproductive health care services and education in our region. In response to the challenges we face, PPRM initiated an unprecedented \$10 million *Building the Future* Campaign in November 2005 with a \$1 million gift and 60 tireless volunteers willing to roll up their sleeves. In 2007, we completed the nucleus phase of the Campaign, raising nearly \$6 million of the \$10 million goal.

The *Building the Future* Campaign goals are:

- Building a New Administrative and Health Center Flagship (pictured above);
- Transforming Health Centers for the Future; and
- Investing in Our Future.

Through *Building the Future*, PPRM is transforming a vacant industrial property in the Stapleton area in Denver into a modern three-story medical building. With full reproductive health care services, administrative offices, education and training facilities, ample parking, and attractive landscaping, this will be an asset to the Stapleton community, the city of Denver and the entire Rocky Mountain area. The flagship will serve as the heart for all of the health centers and education programs in PPRM's five-state region.

Building the Future will dramatically increase access to our health centers, as we simultaneously modernize, upgrade, and increase efficiencies in our physical facilities and equipment. It will deploy sophisticated security technology to safeguard our clients, staff, volunteers, and supporters to ensure they are able to visit PPRM free from harassment while maintaining their privacy and dignity.

The New Health Center and Administrative Offices

Planned Parenthood of the Rocky Mountains will open a new Administrative and Health Center Flagship at E. 38th and Pontiac in summer 2008.

This beautiful 50,000 square-foot building will serve as our regional headquarters, housing both state-of-the-art health care facilities and administrative offices. The new family planning and reproductive health center will provide annual exams, cancer screenings, pregnancy testing, STD screening, abortion and birth control—services that will give women, men and teens the resources they need to make healthy, responsible choices.



BUILDING HEALTHY COMMUNITIES

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Barbara Welles
Vicki Cowart
President & CEO

PPRM's employees and volunteers form the foundation of our operations, generating the ideas, energy, and opportunities that propel PPRM forward to accomplish our mission. As we invest in our physical facilities, it is equally important to invest in our human potential through tools and training to maximize our capabilities. Through this investment, **Building the Future** will enable PPRM to better serve our clients.

The success of our Campaign is due to the extraordinary generosity of our donors and the diligent work and unwavering dedication of our Campaign volunteers.

Individual choice in reproductive health, once a radical idea, has emerged as a fundamental value that a majority of Americans share. **Building the Future** will allow PPRM to take our mission of providing reproductive health care services, education, and advocacy to a much-needed new level.

The active engagement of every individual who sees reproductive health as a matter of social justice for all people is crucial to the Campaign's success. PPRM is built on an enduring legacy, but we believe our greatest strength lies in our future.

Our accomplishments outlined in this annual report would not be possible without the strong support of our donors and volunteers and the dedication of our staff and board members. We thank the community for helping us offer a brighter future to the thousands of women, men and teens who rely on our services to lead healthier, happier lives.

Sincerely,



Mary Beth Searles
Chair, Board of Trustees



Vicki Cowart
President & CEO

At PPRM, we know that our health care services and education not only impact and women and men we serve, but their families and communities as well.

This year, we provided high-quality, compassionate care to record numbers of people – more than 126,000 women, men and teens visited our 32 health centers. Our clients continue to be those most in need with little or no medical insurance with 27 percent of our clients at or below the federal guidelines for poverty. Over 90 percent of our clients do not have any form of insurance, including Medicaid. Whenever possible, we meet their needs with grant-funded subsidies or a sliding scale fee. In fact, last year we were able to provide services based on a sliding scale basis to 9,797 clients.

Clients Served:

126,176

Female: 95% Male: 5%

Health Center Visits:

335,272

42% of our clients were seeking services for the first time.

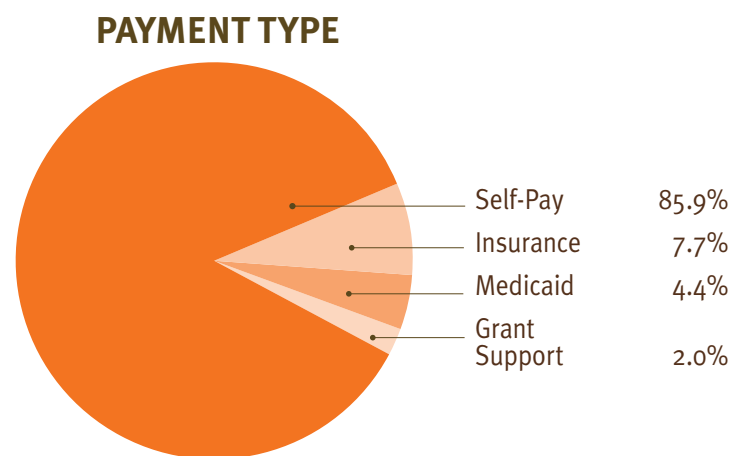
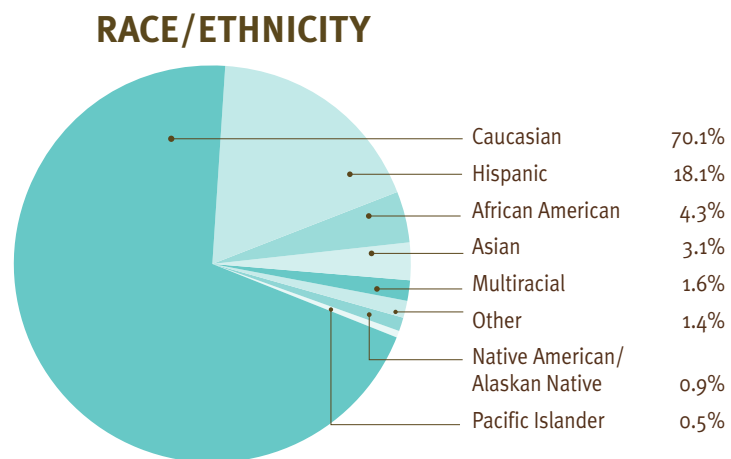
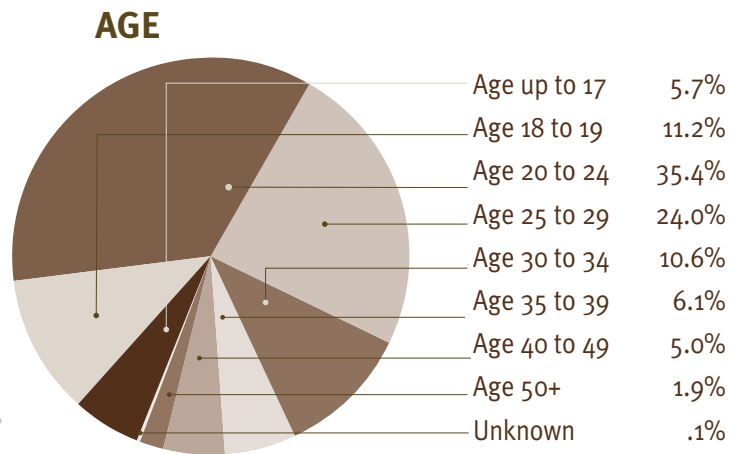
In 2007, PPRM clients received:

- 264,299 packs of birth control pills
- 71,232 packs of emergency contraception
- 44,778 sexually transmitted disease tests
- 29,748 HOPE visits (birth control without an exam)
- 28,633 Nuvarings
- 26,978 pregnancy tests
- 18,503 Depo-Provera injections
- 17,217 annual exams and screening for breast and cervical cancer
- 9,701 condoms
- 9,104 abortions (6,466 surgical and 2,638 medication)
- 8,737 HIV tests
- 4,101 birth control patches
- 1,871 IUDs
- 1,595 Pap test follow-up (including colposcopy, cryotherapy and LEEP)
- 1,094 HPV vaccinations

Last year, 427 clients received prenatal care through our Prenatal Plus program at Rose Medical Center in Denver. This program helps women have a healthier pregnancy by providing safe, complete, holistic and quality maternity care to the childbearing family in an environment that is supportive and accepting.



OUR CLIENTS



Get your birth control in the mail every month

CALL 1-800-230-PLAN FOR THE PLANNED PARENTHOOD HEALTH CENTER NEAREST YOU

Our Easy Scripts Plan (ESP) lets you get birth control pills or patches delivered right to your door every month* You'll save time, money and you won't have to worry about running out of birth control. Just ask us for an ESP enrollment card today.

Planned Parenthood of the Rocky Mountains
TALK TO US IN CONFIDENCE. WITH CONFIDENCE.

OUR UNIQUE EASY SCRIPTS PLAN ALLOWS WOMEN TO RECEIVE THEIR BIRTH CONTROL IN THE MAIL EVERY MONTH!

HIGHLIGHTS

Free EC Day

When emergency contraception (EC) became available over-the-counter for women and men 18 and older, we celebrated this victory for American women with a Free EC Day in December, dispensing more than 2,700 packs across five states and successfully garnering extensive media attention to the availability and safety of EC. Since FDA approval in 1999, PPRM has provided more than 407,000 packs of EC across our service area.

Emergency Contraception Study

PPRM has become a known host for clinical trials. Last year, five metro Denver health centers participated in a new EC clinical trial. HRA Pharma, a France-based pharmaceutical company that develops and markets innovative products in the field of women's health and endocrine cancers, is sponsoring the study. The new EC pill is known as CDB-2914. If the results look promising, HRA Pharma will take these results to the FDA for approval, providing women another EC option.

Cervical Cancer Vaccine

In February, PPRM strategically began offering the HPV vaccination at six of our health centers, allowing us to closely gauge the successes and challenges of implementing the service before offering it at other centers. In the first five months, PPRM vaccinated over 400 clients and about 44 percent of those were new clients. Based on the demand of the vaccine at the six sites, we have expanded the service to several other sites and are now a leading provider of this vaccine.

GARDASIL, IS FDA APPROVED FOR WOMEN 9-26 YEARS OF AGE, AND PROTECTS AGAINST THE TYPES OF HPV THAT CAUSE 70% OF CERVICAL CANCER AND 90% OF GENITAL WARTS. THE CENTERS FOR DISEASE CONTROL AND PREVENTION ESTIMATED THAT 20 MILLION PEOPLE IN THE U.S. HAVE HPV. FREE VACCINES ARE AVAILABLE TO THOSE WHO QUALIFY.

Last year our website, www.pprm.org, provided critical information about our services, directions to health centers and online appointments to more than 40,000 visitors.

Protect your sexual health for a lifetime.

CALL 1-800-230-PLAN FOR THE PLANNED PARENTHOOD HEALTH CENTER NEAREST YOU

HPV vaccine is now available.

Gardasil is a vaccine that will provide protection against 70% of all cervical cancers and 90% of genital warts. It is now available at select Planned Parenthood health centers.

Planned Parenthood of the Rocky Mountains | www.pprm.org

ASK US IF YOU QUALIFY FOR A FREE VACCINATION.

Dear Planned Parenthood:

About two months ago, my little brother asked me to take him to get tested for STDs. I brought him into a local Planned Parenthood health center, and while I was sitting in the waiting room I began thinking about what an amazing thing you're doing. I appreciate that you give young adults an option – a place where we can go to ask questions and receive answers. I also appreciate that you value the rights of young adults. This letter comes from my heart and is a letter of thanks. Thank you for helping me and my family. Thank you for giving us options. Thank you for fighting for my right and the rights of young women around the world. You are doing an amazing thing in giving the rights back to the individual and enabling them to improve their quality of life. — Name withheld

We are here for everyone

CALL
1-800-230-PLAN
FOR THE PLANNED PARENTHOOD HEALTH CENTER NEAREST YOU

Planned Parenthood provides affordable and confidential health services for men including STD testing and treatment, rapid HIV testing and testicular cancer screenings. At Planned Parenthood, we welcome you.

Planned Parenthood® of the Rocky Mountains | www.pprm.org
TALK TO US IN CONFIDENCE. WITH CONFIDENCE.

PPRM took several strides toward inclusiveness in our staff and volunteer programs last year. Our Director of Diversities created a tool that compares the racial and ethnic demographics of each health center's clientele with those of the community it serves. We also developed a diversity training for new employees and volunteers and health center staff received in-depth training on stereotypes and generalizations in health care. This training equips our staff to serve our clients in a culturally competent manner, which will ultimately improve the clients' experiences and likelihood that they will return to PPRM for future visits.

Each year, PPRM's team of trained educators helps equip thousands of young people and adults for lifelong sexual health and responsibility.

Our comprehensive, medically accurate and age appropriate education programs target individuals of all ages. In 2007, more than 15,000 people participated in our education programs through 2,073 education sessions. Working with over 200 collaborative agencies, including schools, churches and community centers, each program is vigorously evaluated to ensure they generate successful outcomes.

Education Department Summary:

Number of Participants:	15,117
Number of Education Sessions:	2,073

HIGHLIGHTS

Planned Parenthood's Community Education Department dramatically expanded its efforts in Northern, Southern and Southwestern Colorado by providing long-term programming at several new locations.

Planned Parenthood's Community Education Department celebrated the passage of House Bill 1292 in Colorado. The legislation requires school districts that teach sex education to ensure their curriculum is medically accurate and scientifically based.

Planned Parenthood's Community Education Department adopted a new "best practice" curriculum targeted for middle school aged students. Our new *Draw the Line, Respect the Line* curriculum helps students develop personal sexual limits and practice skills needed to maintain those limits when challenged.



"What I liked most about the program was the relaxed atmosphere. I didn't feel afraid to ask questions or talk about what I was thinking."

— 17 year old male

BUILDING A MOVEMENT

In the last decade the federal government has spent \$1.5 billion on dangerous abstinence-only programs.

A recent Guttmacher Institute study* found that one in three teens currently gets no education about birth control at all, and of those who do, many do not get it when they need it most—before they start to have sex.

The study also found that improved contraceptive use and use of more effective birth control methods—not teens abstaining from sex—are responsible for 86% of the recent declines in teen pregnancy.

**The Case for a New Approach to Sex Education Mounts: Will Policymakers Heed the Message?* by Heather Boonstra, published in the Spring 2007 issue of the *Guttmacher Policy Review*.



PPRM advocates for local, state and national policies that promote prevention and protect reproductive freedom. Our unique voice, informed by decades of experience as a provider of community-based health care, makes us a strong and respected advocate. PPRM employs a wide range of strategies to promote reproductive freedom and healthy sexuality. These include: bi-partisan support; mobilizing grassroots action; direct lobbying; building relationships with key legislators and decision-makers; building coalitions with like-minded organizations; conducting voter registration; and informing the public through special events, rallies, press conferences, as well as our website.

HIGHLIGHTS

After a five-year fight in the Colorado State legislature, *EC in the ER* not only passed, but represented the first pro-choice legislation to pass in Colorado since 1999. Now hospitals in Colorado are required to tell sexual assault survivors about emergency contraception. By receiving information about EC, women can make informed decisions about their health and begin the process of healing.

The Colorado General Assembly (along with the American Medical Association, the American Academy of Pediatrics and the Colorado Children's Campaign) also recognized what PPRM has known for years – that science based comprehensive sex education is the best way to prevent unintended pregnancies and reduce abortion. Colorado Governor Bill Ritter signed the *Science-Based Sex Education* bill into law. This bill creates standards

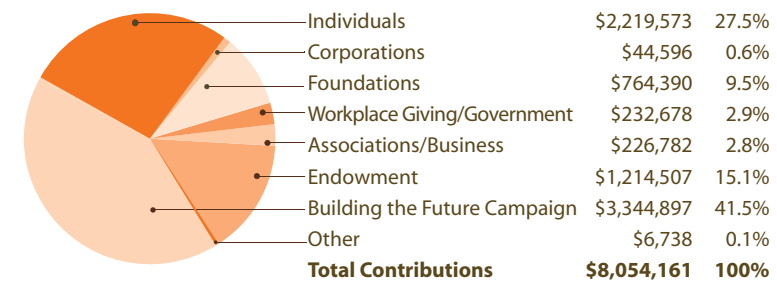
for comprehensive sexuality education in Colorado's schools and requires them to include information about contraception, sexually transmitted diseases and healthy relationships.

In Colorado Springs, a nationally known hub of conservatism, we worked closely with our coalition partners to help elect progressive members to the Colorado Springs City Council and school board.

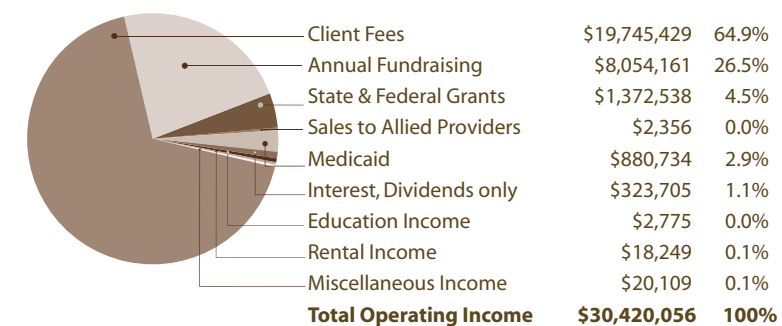
Summary of Financial Activities

For the year ended September 30, 2007

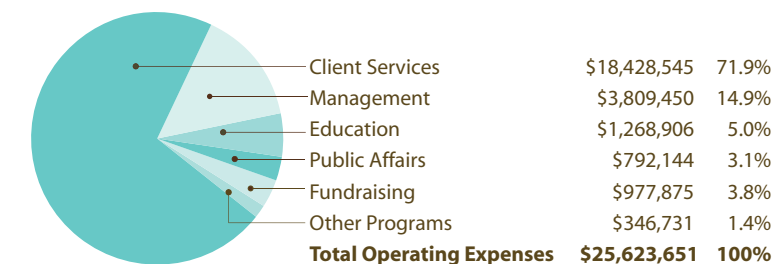
Contributions



Operating Income



Operating Expenses



The Planned Parenthood Action Network (PPAN) advocates for new policies at the federal and state levels that will advance comprehensive and reproductive health care and responsible decision making. In our region, more than 40,000 PPAN activists are kept abreast of the latest policies and proposals affecting family planning and have an easy way to reach elected officials via e-mail, fax, or mail. Help build our movement. Join our Planned Parenthood Action Network today by visiting www.pprm.org.

The Planned Parenthood Action Fund, a separate 501(c)(4) organization, furthers our advocacy efforts to protect reproductive choice and family planning through lobbying, education, and electoral activity.

JUSTYNE L. CURRY

After 24 years of service to Planned Parenthood, Justyne Louise Curry will retire in December 2008. Justyne has served many roles at PPRM, most recently as our Contracts and Judicial Bypass Assistance Program Administrator. Justyne has been a force of inspiration for staff, volunteers and clients and has infused us with energy, humor, grace, and a tireless commitment to our mission.

As we grow up, we learn that even the one person that wasn't supposed to ever let you down probably will. You will have your heart broken probably more than once and it's harder every time. You'll break hearts too, so remember how it felt when yours was broken. You'll fight with your best friend. You'll blame a new love for things an old one did. You'll cry because time is passing too fast, and you'll eventually lose someone you love. So take too many pictures, laugh too much, and love like you've never been hurt because every sixty seconds you spend upset is a minute of happiness you'll never get back. Don't be afraid that your life will end, be afraid that it will never begin.

~Anonymous quote, but words that Justyne Curry lives by~





950 Broadway
Denver, Colorado 80203-2706

www.pprm.org