

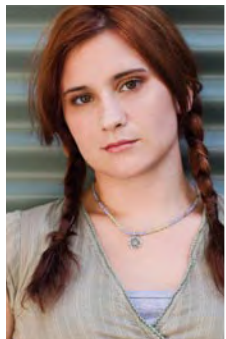
TRUSTED **PROVIDER OF SERVICES** RESPONSIBLE **EDUCATOR** TRUSTED **PROVIDER OF SERVICES**



90 Years
and Counting...

ADVOCATE FOR **REPRODUCTIVE FREEDOM AND JUSTICE** ADVOCATE FOR **REPRODUCTIVE FREEDOM AND JUSTICE**

We are
*taking care
of ourselves*



The mission of Planned Parenthood of the Rocky Mountains is to improve the quality of life by enabling all people to exercise individual choice in their own reproductive health.

CONTENTS

ABOUT US	1
A MESSAGE FROM OUR CHAIRMAN AND PRESIDENT & CEO	2
OUR PLAN FOR EXCELLENCE	3
TRUSTED PROVIDER OF SERVICES	4
RESPONSIBLE EDUCATOR	7
ADVOCATE FOR REPRODUCTIVE FREEDOM AND JUSTICE.....	8
SUMMARY OF FINANCIAL ACTIVITIES.....	9
PARTNERSHIP.....	10
BOARD OF TRUSTEES	16
OUR REGION.....	17

ABOUT US

Planned Parenthood Federation of America (PPFA) is the nation's leading sexual and reproductive health care advocate and provider. Planned Parenthood's mission is to ensure that everyone has the right to decide when or whether to have a child and that every woman worldwide is in charge of her own destiny. In many communities, Planned Parenthood is the only source of affordable, high quality reproductive health care services and information.

Planned Parenthood has made critical differences in the lives of millions of people: the difference between ignorance and knowledge, between illness and health, and between restriction and choice.

Planned Parenthood's 116 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 631,000 unintended pregnancies and 300,000 abortions each year. In fact, Planned Parenthood does more to *prevent* abortion than any other organization nationwide.

Planned Parenthood of the Rocky Mountains (PPRM) is the fifth largest affiliate in the nation with 31 health centers in five states (Colorado, Nevada, New Mexico, Wyoming, and Missouri). We remain committed to Margaret Sanger's vision that everyone has the right to choose when or whether to have a child, and that every child should be wanted and loved.

Celebrating
est. 90 1916
Years

This year, Planned Parenthood of the Rocky Mountains celebrates 90 years of helping people make responsible choices.

On May 27, 1916, Margaret Sanger arrived in Denver to address supporters of the National Women's Party. The idea of birth control was discussed in hushed tones and rarely in public, yet Sanger was convinced that birth control programs could be developed in the western states. Sanger's ideas attracted and inspired many influential Coloradans. They founded the Denver Birth Control League, which later became Planned Parenthood of the Rocky Mountains.



It is not enough to look back with pride, justified as that pride may be. We must look forward with hope and confidence too. The real lesson of the past is that it shows us what can be done in the future.

—Margaret Sanger

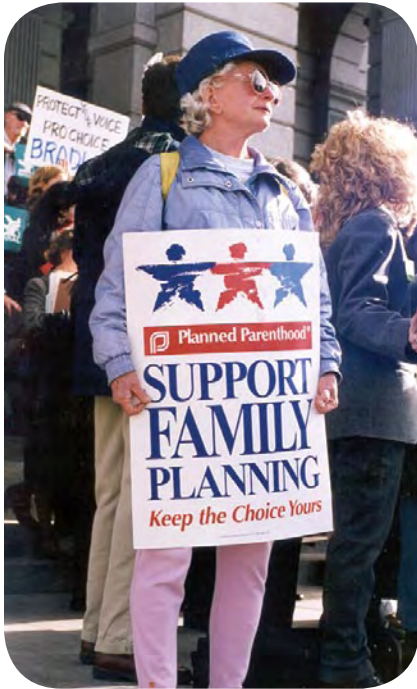


Volunteers distributing ***The Birth Control Review*** in 1920's New York.

A MESSAGE FROM OUR CHAIRMAN AND PRESIDENT & CEO

We have built an impressive legacy, but our greatest strength is our embrace of the future.

—Vicki Cowart



Planned Parenthood of the Rocky Mountains had some of our proudest moments ever in 2006. We provided critical reproductive health care services to more people than ever before. We cultivated relationships with pro-choice collaborative agencies and advanced sexual health education throughout our region. We grew and nurtured a vast network of grassroots activists mobilized with a keystroke. Our board was engaged as never before, as ambassadors, fundraisers, advocates and strategists. We surpassed our 2006 revenue goals, allowing us to launch important new programs and put money into our fund balance for future investments in our mission.

How have we managed to survive, even thrive, in an increasingly aggressive anti-choice environment and in states that provide no public funding for family planning? How are we able to maintain our high standards of care while health care costs continue to skyrocket? How have we expanded comprehensive sexuality education in states that are awash with public funding for abstinence-only programming?

SIMPLY PUT, WE HAVE CHANGED.

In order to protect and strengthen our dual bottom line of margin and mission, Planned Parenthood of the Rocky Mountains began a major agency-wide change initiative three years ago. Utilizing the internal expertise of a broad cross-section of staff, we strategically examined our operations and shifted to a more businesslike approach. We have significantly improved our service delivery model, successfully increased productivity and are helping to offset our revenue vulnerability. Specifically, last year:

- We reconstructed our health center management and strategically expanded services. We introduced Loop Electrosurgical Excision Procedure (LEEP) services, a state-of-the-art outpatient procedure performed to treat abnormal cervical cells, and we also expanded medication abortion to areas in need.



Reception area of recently renovated health center in central Denver.

- We expanded, relocated and upgraded our health centers while focusing on improving our business systems, optimizing health center productivity and improving our high quality standards.
- We provided more staff training than ever and implemented several new strategies to build a culture that empowers our employees, honors innovation and makes Planned Parenthood a great place to work (and volunteer).
- We vigorously documented the success of our education programs using data collected by an independent research firm so we could provide schools and other partners the information they need to collaborate with us. We also developed intensive training courses for educators and other youth-serving professionals that enable them to provide high quality, effective comprehensive sexuality education.
- We re-focused and re-energized our public affairs efforts and touched nearly 100,000 people leading up to the last November election – a record for PPRM.
- We engaged in innovative and expanded fundraising efforts that resulted in record-breaking revenues exceeding \$6 million.

We also learned that our agency must be continuously capable of change so we can meet any challenge and optimize any opportunity the future brings us.

WE HAVE LEARNED THAT OUR CHANGE PROCESS WILL NEVER END.

We believe that health care is a basic human right. We believe that all people want and are entitled to make voluntary choices about their reproductive lives. We believe in breaking down the barriers between adults and teens that are obstacles to effectively communicate about sexuality and sexual health. And, we believe in education and prevention, not restriction and condemnation. Building on our past and current successes, just think of what the next 90 years will bring!

PPRM's roots are honorable, brave and strong, and we are living representatives of Margaret Sanger and the other early Denver founders as we carry on PPRM's mission today. We are pleased to present this Annual Report and we are deeply grateful for your partnership.




Vicki Cowart
President and CEO


Buzz Victor
Chairman, Board of Trustees

At the same time we started our major internal change process, our Board of Trustees and key staff members created our new strategic plan, the Plan for Excellence, that is guiding our work through 2010:

- PPRM will invest in inclusivity throughout the organization and among all of its partners.
- PPRM will invest to improve our community standing and public support of our mission.
- PPRM will build on existing strength in clinical operations to grow, diversify and improve the efficiency and profitability of medical services, while optimizing efforts to meet the needs of underinsured, uninsured and low-income clients.
- PPRM is committed to quality and will develop programs, policies and business models for high quality sexual health services and education programs that align with best practice standards.
- PPRM will optimize the use of assets and resources and instill the value of financial accountability and productivity at all levels of the organization.
- PPRM will conduct a successful, comprehensive campaign for facilities and programs.

OUR VISION

In the communities we serve, PPRM 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.

TRUSTED PROVIDER OF SERVICES



Planned Parenthood of the Rocky Mountains is committed to treating each person who seeks our services as an individual, with deep respect for her or his privacy and capacity to make responsible choices.

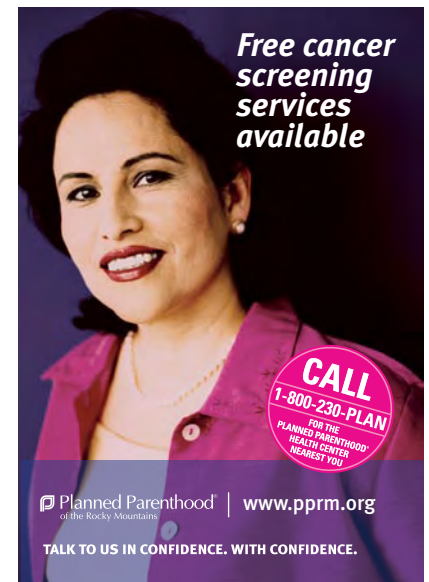
We welcome everyone regardless of race, age, sexuality, disability, or income; providing compassionate care at an affordable cost.

We deliver on our promise every day. In 2006, our clinical staff at 31 health centers provided 355,617 visits to 125,046 women, men and teens across our five-state region – the most clients served in our 90-year history. This represented a 6.8% increase over the previous year, and 46% of these clients were seeking services for the first time.



OUR SERVICES:

- All birth control methods – most available without an exam
- Emergency contraception (EC) – also available “to go”
- Pregnancy testing and information about all options
- Gynecological services, including annual exams and screening for breast and cervical cancer
- Pap Test follow-up, including colposcopy, cryotherapy and Loop Electrosurgical Excision Procedure (LEEP)
- HIV/AIDS testing – oral testing available
- Sexually transmitted disease (STD) testing and treatment – urine testing available
- Treatment of vaginal infections
- Mid-life services for women, including hormone therapy
- Referrals for mammograms
- Screening for cancer of the prostate, testicles, colon, cervix and breasts
- Prenatal Plus program
- Surgical and medication abortion



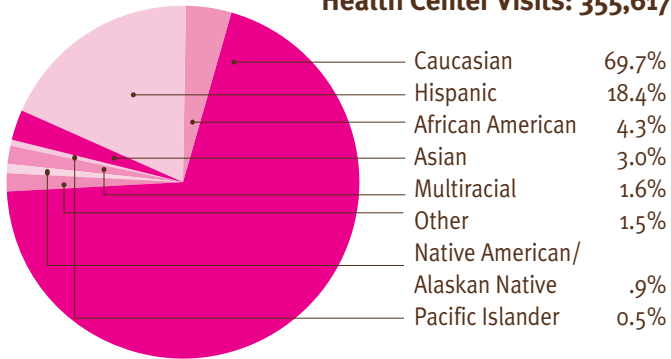
Funding from the Colorado Women's Cancer Control Initiative allows us to provide free life-saving cancer screening services.

CLIENTS

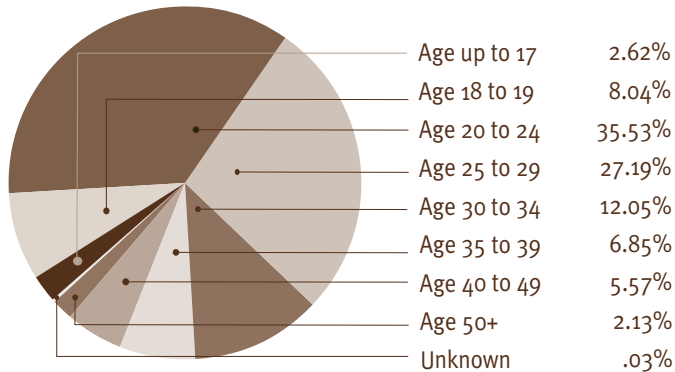
Clients Served: 125,046

Female 95.8% Male 4.2%

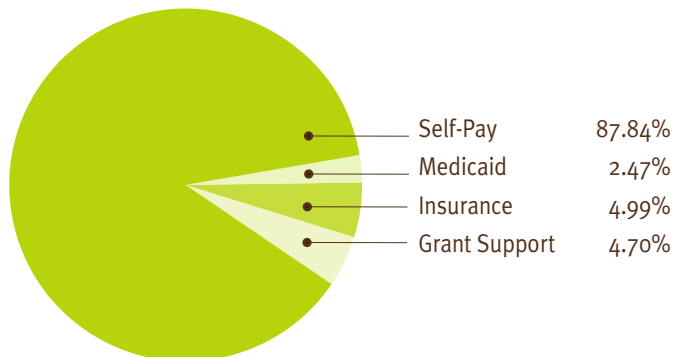
Health Center Visits: 355,617



AGE



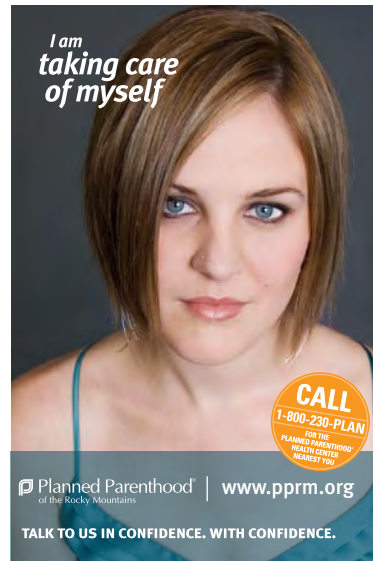
PAYMENT TYPE



Hey, I just wanted to let you know how much your website has helped me. I've spent hours surfing the net looking for some answers, but I only came across biased opinions or uneducated guesses from random people in forums. It's so comforting to have a place to go that doesn't have an agenda, and just wants to help. There aren't many places for teenagers to turn for the (free) resources and information you provided. Please keep it up.

Sincerely, Alex

Last year our website, www.pprm.org, provided critical information to more than 40,000 visitors.



Images from our new print advertising campaign.

HIGHLIGHT:

THE PLACE TO GET EC

Emergency contraception (EC) can prevent pregnancy if started within five days after unprotected sex. It's safe and effective, but the sooner you take it, the better.

Last year we continued our aggressive campaign to make sure women have EC in their medicine cabinet and, as a result, we distributed more EC than ever.

Planned Parenthood
of the Rocky Mountains
www.pprm.org

ec

- YOU MISS A COUPLE OF PILLS
- THE CONDOM BREAKS
- YOU WERE SEXUALLY ASSAULTED
- YOU HAVE UNPROTECTED SEX

what if...

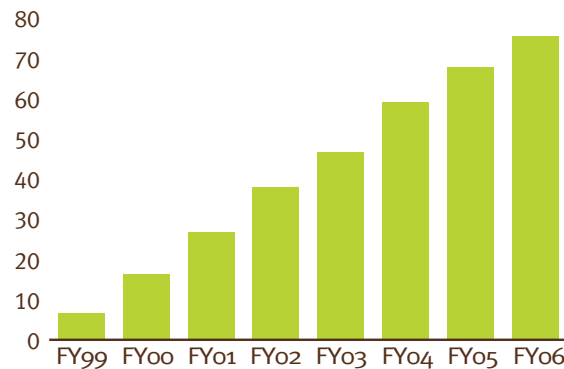
BE PREPARED.
Get EC (emergency
contraception) at Planned
Parenthood.

1-800-230-PLAN

On June 30, 2006, PPRM held a Free EC Day and provided 2,042 free packs of EC at our Colorado health centers, with one-quarter of our visits by new clients.

In August, 2006 the U.S. Food and Drug Administration granted over-the-counter status for EC for women and men 18 and older. We will continue to aggressively market PPRM as the source for convenient and affordable emergency contraception.

EC PACKS DISTRIBUTED BY PPRM IN THOUSANDS



PROTECT A MOTHER'S RIGHT TO CHOOSE

I am a single mother of two. I love both of my daughters very much.

I am and always will be grateful that I live in a place where I was able to make my own choice about having them. Nobody can know and understand the situation of anybody, so who are they to make decisions for them?

We do not live in a perfect world where people always make the best decisions 100 percent of the time.

Planned Parenthood's services have always been extremely helpful to me and I would hate to think of my daughters growing up in a place where these services were not available, and somebody they don't even know made their decisions for them. How can anybody know what the right choice is for somebody else?

The thought of one of my girls someday having to face the decision of an illegal back alley abortion or an unwanted pregnancy terrifies me.

Sincerely,

Letter to the editor in the Valley Courier newspaper in Alamosa, Colorado.

RESPONSIBLE EDUCATOR

Planned Parenthood believes that knowledge empowers people to make responsible choices about their health and sexuality. We offer a wide range of comprehensive, medically accurate and age appropriate education programs that are rooted in science and target individuals of all ages. All of our programs are vigorously evaluated to ensure they generate successful outcomes.

EDUCATION DEPARTMENT SUMMARY:

Number of Participants:	18,040
Number of Education Sessions:	2,243
Number of Calls to the Facts of Life Line:	8,197



HIGHLIGHTS:

- We expanded our Dollar-A-Day program to Southwestern Colorado and the formation of the La Escuela Tlatelolco group in Denver, Colorado provided the opportunity to reach an underserved population at high risk for pregnancy.
- Our Personal Responsibility Education Program grew to serve all 9th grade students at Sheridan High School in Denver. The school board, impressed by the impact of the program and the link to access services at health centers, honored PPRM for our efforts.
- Despite restrictions in Nevada on sex education, PPRM provided the Growing Up Smart and the Personal Responsibility Education Programs at the Andre Agassi College Preparatory Academy, a Clark County public school.
- As a result of community education in Durango, local medical professionals wrote a letter advocating for PPRM's comprehensive sex education programs. PPRM is now the leading provider of comprehensive sexuality education in area schools.
- Growing Up Smart was offered to all 7th graders at Bayfield Middle School and to all 8th graders at Sheridan Middle School. Additionally, Growing Up Smart was piloted at the Fort Collins branch of the Boys and Girls Club.

For a complete description of all education programs, call **303.321.PLAN** to receive a copy of our Education department's **Report to the Community**.



The effect of our Dollar-A-Day program was evident last year as all of our participants who were seniors graduated from high school and 75% went on to higher education.

Our success was exemplified by one of our Dollar-A-Day participants, a first generation Mexican immigrant, who was the recipient of the Metro Mayor and Commissioners Youth Award and was also named a Daniels Fund Scholar receiving a full scholarship to The University of Denver.

ADVOCATE FOR REPRODUCTIVE FREEDOM AND JUSTICE



Activists address the crowd at the Capitol.

My experience as an activist has left me strong and empowered in my beliefs. I feel, more than ever, that I play a significant role in my community and in the future of reproductive freedom.

—Gretchen,
PPAN Activist

decision-makers, coalitions with other reproductive rights and progressive organizations, and we develop new grassroots activists.

Supporters enrolled in the Planned Parenthood Action Network (PPAN) now total more than 40,000 throughout our five-state region. Our regular action alerts keep these activists informed and encourages them to make their voices heard regarding legislation and policies that will have a direct impact on access to comprehensive reproductive health care.

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 activities.

Planned Parenthood works to expand and secure reproductive health care rights for the future. Our Public Affairs department advocates for safe and accessible reproductive health care services, as well as responsible sexuality education through bi-partisan support, grassroots action and direct lobbying. We build relationships with legislators and

HIGHLIGHTS:

Last year PPAN activists continued the good work of making the voice of the pro-choice majority heard. Activities included writing letters to editors, getting in touch with elected officials and participating in events like a LiveAction Camp and Pro-Choice Lobby Day.

- An important bill that would have allowed pharmacists to prescribe emergency contraception passed through both the Colorado House and Senate. Unfortunately, the bill was vetoed by Governor Bill Owens.
- In Missouri we were able to **protect access** to birth control, sex education and abortion in spite of legislative attempts to infringe on all of these critical services.
- We worked closely with our partners in Colorado Spring to re-call anti-sex education school board members and elected two pro-sex education board members.
- The state of Wyoming announced that its employee insurance plan would cover prescription birth control, including oral contraceptives. Until now, Wyoming was one of only two states in the nation that didn't offer state employees some kind of contraceptive coverage.

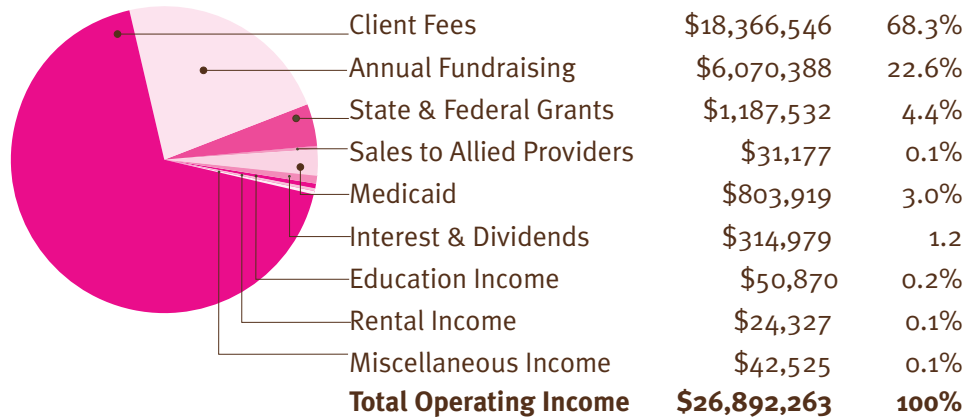
Help us stay strong by getting involved and staying informed. Join our Planned Parenthood Action Network today by visiting www.pprm.org.

SUMMARY OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED SEPTEMBER 30, 2006

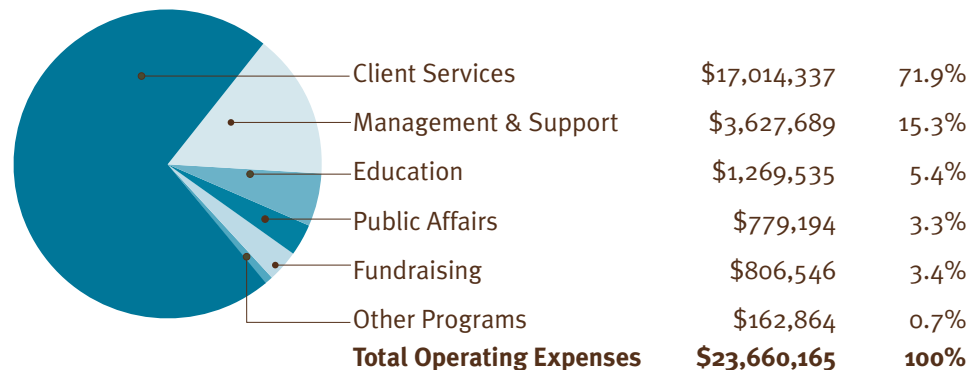
CONTRIBUTIONS



OPERATING INCOME



OPERATING EXPENSES



YOUR GIFT MAKES A DIFFERENCE

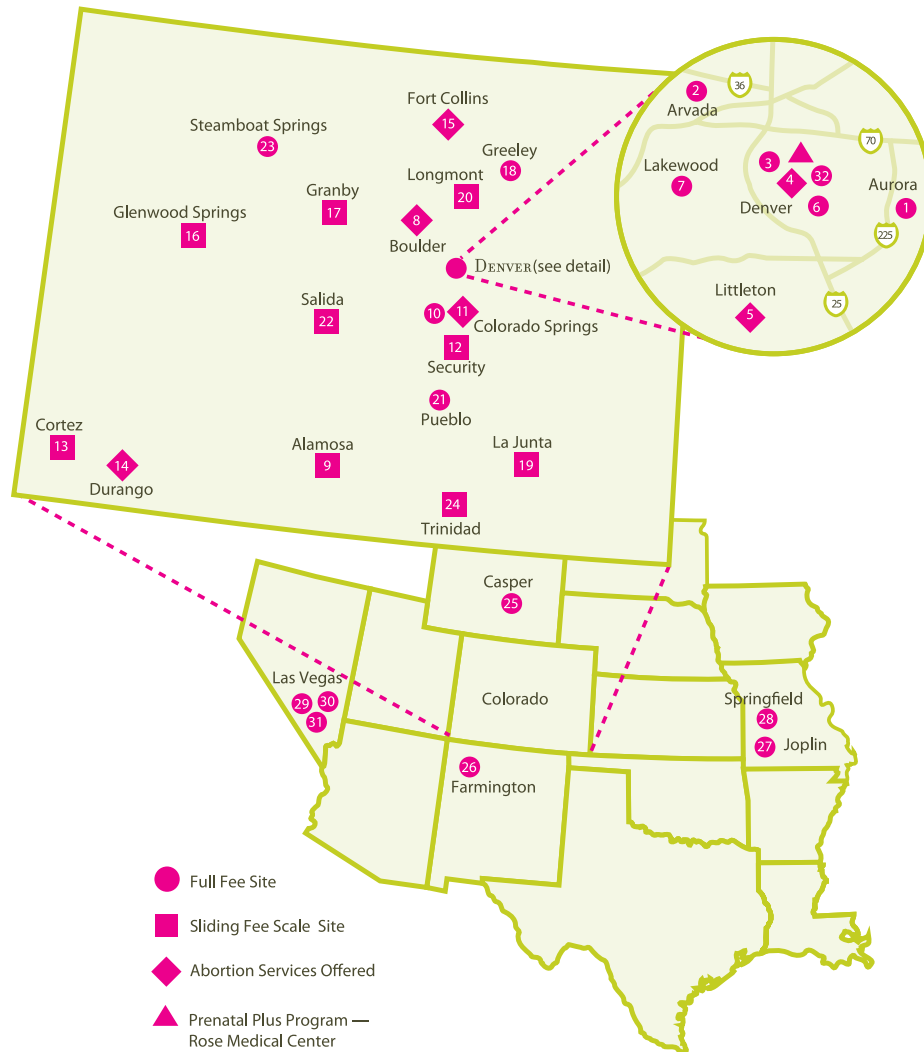
There are many ways to support Planned Parenthood of the Rocky Mountains and help ensure access to critical programs and services:



- **Make a donation and a difference today.** An envelope is enclosed for your convenience, or visit www.pprm.org to make an online donation, or call 303.321.7526.
- **Planned Giving and Bequests** – funding the future of PPRM. Bequests through your will or living trust can ensure reproductive freedom for generations to come.
- **Honorary or Memorial Donation** to celebrate a loved one. Your donation in the name of a friend or loved one will help support and expand Planned Parenthood's important work.
- **Workplace Giving** – more ways than one. Talk to your employer about payroll deductions and matching gift programs. Workplace giving is an easy way to give and possibly double your gift through a matching program.
- **Securities** – giving the gift of stock is simple. Donate a gift of any size and amount, with no minimum. Please email us at development.info@pprm.org for electronic transfer information.

If you have questions, or would like additional information, please contact our Development team at 303.321.7526 or email development.info@pprm.org.

OUR REGION



5 states
31 health centers
350 staff
484 volunteers
5,551 donors
18,040 educated
40,023 activists
125,046 clients

1 mission: To improve the quality of life by enabling all people to voluntarily exercise individual choice in their own fertility and reproductive health.

CALL 1.800.230.PLAN OR VISIT WWW.PPRM.ORG
FOR THE PLANNED PARENTHOOD HEALTH CENTER NEAREST YOU.

ED PROVIDER OF SERVICES RESPONSIBLE EDUCATOR TRUSTED PROVIDER OF SERVICES



ADVOCATE FOR REPRODUCTIVE FREEDOM AND JUSTICE ADVOCATE FOR REPRODUCTIVE FREEDOM

 **Planned Parenthood**[®]
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www.pprm.org