



*we go forward*  
**TOGETHER**



2004: THE YEAR IN REVIEW

6 states  
31 health centers  
327 staff  
505 volunteers  
5,655 donors  
20,359 education participants  
27,882 activists  
113,337 clients



## ONE MISSION

To improve the quality of life by enabling all people to exercise individual choice in their own reproductive health.

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PLANNED PARENTHOOD FEDERATION OF AMERICA is the world's largest and most trusted family planning organization. We believe that everyone has the right to choose when or whether to have a child — and that every child should be wanted and loved.

PLANNED PARENTHOOD OF THE ROCKY MOUNTAINS (PPRM) is the fifth largest of 121 Planned Parenthood affiliates in the nation, with 31 health centers in six states (Colorado, Nevada, New Mexico, Wyoming, Missouri and West Virginia).

*we go forward*  
**TOGETHER**

**W**e have a strong foundation. Planned Parenthood of the Rocky Mountains has done an excellent job providing quality health care for nearly 90 years. But our world is shifting and we must anticipate and accommodate new realities. We must be able to respond nimbly — and whenever possible stay one step ahead — standing up for our mission, our community and our clients in the most creative and effective ways possible.

This has been a year of transition and change for PPRM. We continued the tremendous momentum that is a hallmark of our organization, and also took a good hard look at the myriad of pressing issues that impact our ability to succeed in the future. We embarked on an agency-wide change effort in order to create and sustain an organization that is excellent in all respects, while remaining true to our mission, vision and values.



Tracy Aiello and Vicki Cowart march together at the nation's capitol.

*“You must be the change  
YOU WISH TO SEE IN THE WORLD.”*

*Gandhi*

We disciplined ourselves to focus on what we do best. We made a wide range of health center adjustments in order to be more client-centered. We created a centralized Call Center, recruited Spanish speaking staff, added evening and weekend hours, increased staff training, and expanded access to medication abortion. These changes have been done with one goal in mind — to improve the health and well-being of our clients, their families and our community.

Although it is important to stop and appreciate the strides we've made, the challenges ahead are tremendous. Make no mistake: there is a war on choice. Our opposition is not just after abortion rights, they're against access to real sex education, birth control, medical privacy, and life-saving research.

However, the widespread support of PPRM's volunteers throughout our region makes even the toughest struggles inspiring. The momentum from the *March for Women's Lives* continues and more people than ever are

involved in action that makes a difference. As we mobilize our grassroots and established partnerships to accomplish what we cannot do alone, we continue to be reassured that most Americans are pro-choice, and prevention — the cornerstone of our work — is common ground for the majority.

Our longevity allows us the luxury of knowing that we have seen and survived even tougher political times. PPRM is seizing the opportunity to transform ourselves into an empowered, proactive organization that will continue to meet and overcome seemingly insurmountable challenges. Working from such a proud legacy, we are building a great future.

We take pride in this annual report of our accomplishments, knowing that, in the end, we are accountable to you — our stakeholders — for your personal and financial investment in our work. Thank you for the trust and commitment to PPRM that make it possible for us to do the work you believe in.



TRACY AIELLO  
CHAIR, BOARD OF TRUSTEES



VICKI COWART  
PRESIDENT AND CEO

*our  
health center services:  
impacting thousands —*  
**ONE PERSON AT A TIME**

**E**very day people make choices that impact their health, their futures, and their lives. Women, men and their families come to Planned Parenthood because they trust us. Every year, we make critical differences in the lives of thousands of people: the difference between ignorance and knowledge, between illness and health, and between restriction and choice.

Last year, 113,337 people came to PPRM's health centers — more clients than ever before in our 88-year history. Of these, 52% were seeking services for the first time, and more than 3,700 were men.

When clients walk through our doors, they find a dynamic community resource that offers a wide range of affordable medical services, sexuality education, and advocacy programs. They find a safe place to ask questions, have their concerns listened

to carefully, and a place where decisions are respected and supported. Our doors are open to everyone — teens who need confidential services, women who have no health insurance, young couples facing an unplanned pregnancy and families who have no place else to turn.

Planned Parenthood has always been about choices. Our comprehensive array of health care services includes: birth control, emergency contraception, pregnancy testing, STD testing and treatment, annual exams, HIV testing and referral, screening for breast and cervical cancer, mid-life services, prenatal care, adoption referrals, and surgical and medication abortion.

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*One in four women has  
visited Planned Parenthood  
at least once.*



## Birth control choice

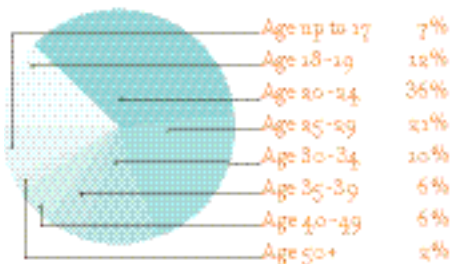


## Last year, we provided...

Emergency Contraception packs	59,288
STD Testing & Education sessions	32,869
HOPE Visits ( <i>birth control without an exam</i> )	28,353
PAP Tests	22,189
Pregnancy Tests	16,000
Surgical Abortions* ( <i>available at 4 health centers</i> )	6,352
HIV Testing & Education sessions	3,686
Medication Abortions* ( <i>available at 6 health centers</i> )	1,654
Colposcopy Procedures	718

\*Abortion services represent 7% of our clients.

## Our clients



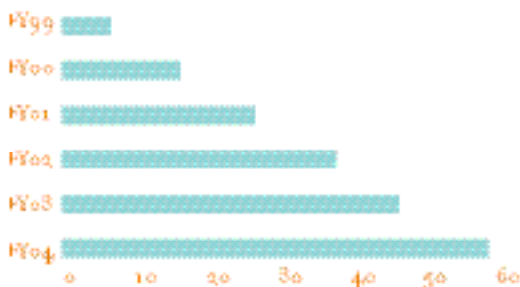
Age of Clients



Payment Type

## The place to get emergency contraception

Planned Parenthood is the leading provider of emergency contraception (EC), which can prevent pregnancy if taken within five days of unprotected sex. It is estimated that widespread use of EC could prevent an estimated 1.7 million unintended pregnancies and 800,000 abortions each year.



Number of EC Packs sold by PPRM (shown in thousands)

*Planned Parenthood does more to reduce the need for abortion than any other organization.*

*our  
education programs:*

## THE KEY TO PREVENTION

Parents, teens, college students, families and professionals in the community — know they can rely on Planned Parenthood to provide medically accurate sexuality education and training.

We believe that knowledge empowers people to make better choices about their health and sexuality. Our medically accurate sexuality education efforts are a significant departure from the "abstinence-only" approach that ignores the realities of sexual behavior in the U.S. We also work to ensure that sexuality is understood as an essential, lifelong aspect of being human and that it is celebrated with respect, openness and mutuality.

Last year, our experienced, highly skilled educators worked collaboratively with over 200 agencies to provide a wide range of culturally sensitive, age-appropriate

programs to help advance prevention of STDs and unintended pregnancy, comprehensive sex education, family planning, sexual health, positive parenting, and excellence in professional education. All of our programs are vigorously evaluated to ensure they generate successful outcomes.

### Education Department Summary

Number of Participants	20,359
Number of Educational Sessions	11,061
Number of Contacts	37,194

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.



*"I have learned  
so much vital  
information.*

I WAS TRULY  
SURPRISED HOW  
VULNERABLE I WAS  
TO STDs. I FIND IT  
HARD TO BELIEVE  
THAT THEY ARE  
GOING TO CANCEL  
THIS SUBJECT FROM  
HIGH SCHOOL  
HEALTH, BECAUSE  
THIS IS A MATTER  
OF LIFE OR DEATH.  
THANK YOU FOR  
DEVOTING YOUR TIME."

*—A male high  
school student*

*our advocacy efforts:*

## INFORMING & MOBILIZING

Last year, more than a million pro-choice advocates converged on the National Mall in Washington, DC, to show their support for reproductive rights. The diversity and energy of the record-breaking crowd was exhilarating. That momentum continues today. Last year we recruited and mobilized 27,882 citizens — more activists than ever before in our history.

Based on decades of experience as a community-based health care provider, Planned Parenthood's effectiveness and credibility as an advocate for choice is unmatched. We engage the community by organizing at the grassroots level, activating our action alert network to reach elected

officials, lobbying our representatives and using the Internet to make our voices heard. We build relationships with key legislators and decision-makers, build coalitions with other reproductive rights and progressive organizations, and conduct voter registration.

*Are you a member of  
our Action Network?  
Join today, by visiting  
[www.pprmm.org](http://www.pprmm.org).*



# Summary of Financial Activities

For the year ended September 30, 2004



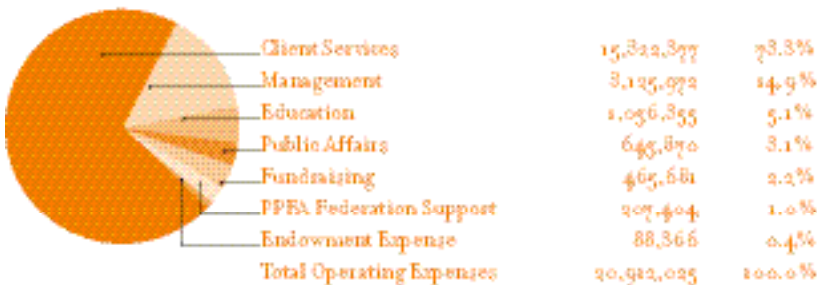
## Contributions



## Operating Income



## Operating Expenses



## Board of Trustees

2003 – 2004



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Bill Yeates

For their daily commitment, accomplishments, and kindnesses, we salute and honor our staff of 327 women and men who are the heart and soul of our organization and our movement. We also salute the 505 volunteers who contributed 17,076 hours of time and talent to our mission, which represents a \$274,070 savings to our agency.

*Planned Parenthood has played a profound role in the lives of countless women.*

I KNOW THAT IN SOMEONE'S DARKEST HOUR, HOW MUCH A CHOICE CAN MEAN. I VOLUNTEER FOR PLANNED PARENTHOOD, BECAUSE THEY FOUGHT FOR ME.

*-PPRM Volunteer*

# Community

Administrative Office  
 950 Broadway  
 Denver, Colorado 80203  
 303.321.7526



Call 1.800.230.PLAN for the Planned Parenthood health center nearest you, or visit our Web site at [www.pprm.org](http://www.pprm.org).



 **Planned Parenthood**  
of the Rocky Mountains

950 Broadway  
Denver, CO 80203

[www.pprm.org](http://www.pprm.org)