

2010 Annual Report



Here for everyone

In standing with

Planned Parenthood of the Rocky Mountains

you're not only standing with us but with...



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your mother

your daughter

your son

your niece

your sister

your neighbor

your cousin

your friend

your aunt

your brother

your uncle

your grandmother...

A Message From & Our President/CEO Board Chair



2010 Board of Trustees

2010 was a monumental year for Planned Parenthood of the Rocky Mountains. We celebrated the culmination of our five-year strategic plan while welcoming, preparing, and planning for our future beyond 2010.

To highlight a few accomplishments of the years past, we increased access to health care services, enhanced our education programming, and successfully advocated for policies that advance reproductive rights and women's health. We accomplished this in part through the *Building the Future* capital campaign, which helped us build a new regional headquarters and top-line health center in the Denver Metro area. This campaign ran parallel to our five-year strategic plan as both endeavors aimed to expand access to care and enhance our ability to better serve the communities in which we operate. During this time, we also strengthened our commitment to diversity and cultural competency to ensure that Planned Parenthood remains a trusted and respected health care provider for all people.

Looking at key milestones in 2010, specifically, we were delighted to introduce renovated health centers in new spacious locations in the communities of Colorado Springs and Glenwood Springs. Both health center expansions directly reflect the growing need for affordable reproductive and basic primary health care in these regions and neighboring communities. Additionally, the improved ambience of both locations dramatically enhanced the overall health center experience and PPRM's commitment to high quality health care. Clients and staff alike are overjoyed by improvements ranging from spacious parking to beautiful, welcoming waiting rooms.

Planned Parenthood has helped 1 in 5 American women. Even if you've never been to a Planned Parenthood, someone you know has. For the majority of our clients, we're their main source of health care.

Responding to the increased demand we see year-to-year from our male clientele, we also introduced our Men's Sexual Health Program at our Aurora health center. Our commitment to men underscores our promise to the communities we serve – *we're here for everyone.*

As we plan on taking the community's trust in us a step further, the next few years will be dedicated to reminding the communities we serve about our broad range of services and working to improve the quality and continuity of client care because building healthy communities is an essential component to what we do.

By entrusting us with your health, time, energy, financial support, or political goodwill – you are further extending your commitment to Planned Parenthood. In standing with PPRM, you're not only standing with us but with your mother, your daughter, your son, your niece, your sister, your neighbor, and all families across Colorado, Nevada, New Mexico, and Wyoming

We thank you for your past, present, and future support.

Vicki Cowart
CEO and President, PPRM

Handwritten signature of Vicki Cowart in black ink.

Juli Lapin
Board Chair, PPRM

Handwritten signature of Juli Lapin in black ink.

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Medical Services

We're Here for everyone

For over 94 years, Planned Parenthood of the Rocky Mountains has served as a trusted provider of quality health care services.

In 2010, our medical services department:

- Introduced the Men's Sexual Health Program at the Aurora health center due to growing rates of males seeking our services. Our male client numbers have risen 22.4 percent since 2008.
- Expanded Implanon insertion to all of our health centers.
- Relocated our Glenwood Springs and Colorado Springs Westside health centers to new locations designed to meet the growing needs of our current and future clients.

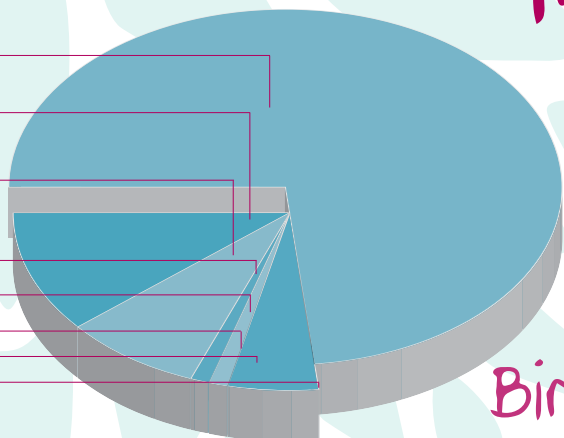
Clients Served	120,764
Female	92%
Male	8%
Health Center Visits	308,188

In 2010, PPRM clients received

Methods of Birth Control	307,817
STD tests	57,944
HOPE visits*	24,903
Annual exams and screening from breast and cervical cancer	16,934
Pregnancy tests	16,713
Condoms	7,366
HIV tests	13,309
HPV vaccinations	2,001
Abortion services	10,408

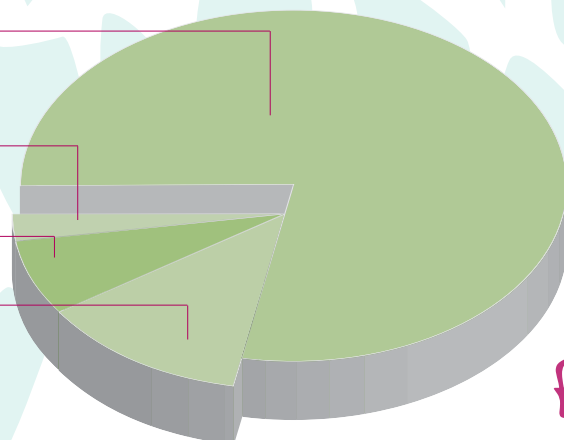
*birth control without an exam

Oral Contraceptives	73.4%
Nuvaring	11%
Emergency Contraception	8.1%
IUD	1.1%
Birth control patch	1%
Implanon	.2%
Depo Provera	5.2%
Diaphragm	.04%



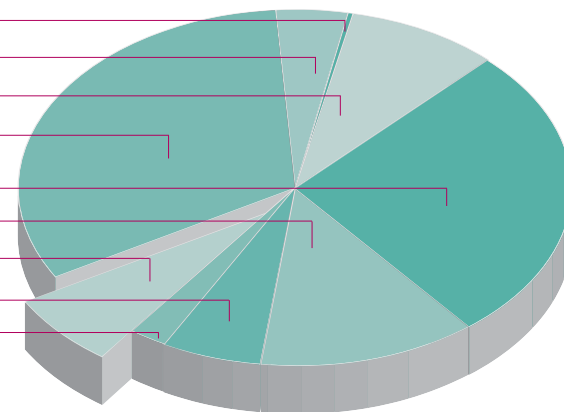
Birth Control Methods

Self-pay	78.09%
Grant Support	2.25%
Medicaid	7%
Insurance	12.66%



Payment Type

Unknown	.01%
Age up to 17	4.38%
Age 18 to 19	8.76%
Age 20 to 24	32.38%
Age 25 to 29	26.92%
Age 30 to 34	12.82%
Age 35 to 39	6.61%
Age 40 to 49	5.97%
Age 50 and over	2.25%



Age

GYT Get Yourself Tested Recap



It may seem like TMI (too much information), but half of all sexually active young people will have a sexually transmitted disease by the time they're 25. To combat this statistic, we partnered with Planned Parenthood Federation of America, the Kaiser Family Foundation, MTV, and the Center for Disease Control and Prevention for the 2nd annual GYT (Get Yourself Tested) campaign which took place in April, also STD Awareness Month.

The campaign was a huge success with nearly 2,500 clients taking advantage of our two \$10 STD testing days at all PPRM health centers for chlamydia, gonorrhea, and HIV.

The campaign's kickoff, a concert hosted by PPRM at 3 Kings Tavern in Denver, was also a party-pleaser with 180 people in attendance. This event gave us an opportunity to reach out to new, young activists.

Playing off mobile and web slang in young people's everyday vernacular, such as "OMG" and "LOL," GYT is an easy way for young people to talk about sexual health and getting tested for STDs. At Planned Parenthood, we believe fear or embarrassment should never become a health risk and the GYT campaign is an excellent way for us to lead the way when it comes to normalizing conversations about safe sex.

“ Last week a very nice man came in to our health center and stated that he wanted to make a donation. He told the health center assistant that he was not a client but a couple of days prior, he was helping out a friend and Planned Parenthood was very helpful to her. He had tried to get her help at other doctor's offices but nobody would see her because at the time she did not have money to be seen. He was very grateful that we saw the client and we were so nice and did not place any judgment on his friend. So when he got a little extra money, he decided to donate to us so that someone else could have the same opportunity as his friend. He donated \$100. ”

Las Vegas East Health Center Manager

Education We're Here

with accurate & age-appropriate information

PPRM continues as a leader in advancing and providing comprehensive, medically accurate, and age-appropriate sex education. Our goal is to ensure that everyone has the information to make responsible choices. We believe it is never too early or too late to provide each member of the community with age-appropriate information about sex and sexuality.

Through collaboration with agencies across our four-state region, our team of trained educators serve as a source for safe, confidential, unbiased, and accurate information about sex and sexuality. Last year, PPRM presented a total of 1,104 educational presentations to almost 20,000 participants.

We offer short-term programs and long-term youth development programs. Each program is led and moderated by educators who are at the forefront of sexual health education.

Short Term Programs

As with all of our programming, our short term programs provide medically accurate and age-appropriate information. These high quality programs focus on a wide variety of topics related to sexual health knowledge.

Speakers' Bureau

Our *Speakers' Bureau* offers one hour educational presentations that aim to provide crucial medically accurate information on fundamental health issues. Participants range from elementary school-age children to adults. The topics discussed include basic sexual health knowledge such as anatomy, puberty, healthy relationships, refusal skills, abstinence, realities of teen pregnancy, contraception, and the prevention of STDs.

Promotores

Promotores is a unique program staffed by a talented program manager and 10 dedicated volunteers known as promotores. The promotores are community members (primarily Latina/o) who provide a link between their communities and our health centers in the greater Las Vegas area.

Throughout 2010 our promotores met with hundreds of people, primarily through informal gatherings known as *platicas*. *Platicas* take place in apartment complex living rooms, store parking lots, church basements, and other cultural gathering places. Participants become informed and educated about how to maintain their health and also learn about low cost/subsidized health services available at our health centers.

Project Prevention

Project Prevention is a three month program that aims to prevent unplanned pregnancy and the spread of STDs among our urban youth. Combining one-on-one individually tailored sexual health education sessions with the provision of low-cost reproductive and sexual health services, *Project Prevention* empowers youth to make responsible, healthy choices. The program is offered in the Denver Metro area and is open to young adults under the age of 21 who do not have health insurance.

“I learned that everybody is responsible for their OWN sexual relationships and choices.”

15-year-old girl

“I now know that when the time comes for me to have sex, I will be educated.”

13-year-old boy





Long Term Youth Development Program

Our long term youth development program includes intensive educational sessions based on the Centers for Disease Control and Prevention's best-practices curricula – or “promising” curricula. These curricula are proven effective in STD prevention and delaying pregnancy and we rigorously evaluate the program to ensure it generates successful outcomes.

Youth development includes four curricula specially designed to meet the needs of the communities we serve. Curricula focus on knowledge, skills, adult mentorship, and peer support. Our comprehensive approach includes the primary message of delaying sex along with information about contraception, reducing sexual risks, delay tactics, and refusal skills. Evaluation of the curricula has shown that participants delay the onset of sexual activity and if already sexually active, youth indicate an increased use of contraception and condoms to reduce the risk of unplanned pregnancy and STD transmission.

Draw the Line, Respect the Line

Draw the Line, Respect the Line offers age-appropriate curriculum for middle school youth with varying levels designed for 6th, 7th, and 8th grade. The program engages youth in identifying their interpersonal “comfort zones.” *Draw the Line, Respect the Line* is proven effective in encouraging youth to set boundaries, respect the personal boundaries of others, and empowering youth to make healthy, responsible decisions. The lessons incorporate games, role plays, and other interactive methods to reinforce skills and ideas presented.

Safer Choices

Safer Choices is a 14-session program proven effective in impacting positive attitudes and behavioral change among high school youth with a history of risky sexual behavior. The program also increases participants' knowledge about sexual health by incorporating interactive activities, medically accurate presentations, and lessons about reproductive anatomy, refusal skills, contraception use, disease prevention, and the implications of teen pregnancy and parenting.

All Together Now

This six-session program meets the needs of today's youth ages 14-18 by providing necessary and accurate information on the importance of healthy and responsible sexuality. Graduates of *All Together Now* demonstrate increased knowledge and skills around accessing reproductive health services and reducing sexual health risks.

Dollar-A-Day

Dollar-A-Day is a 34-week incentive based curriculum that provides young women in high school deemed to be especially vulnerable to unplanned pregnancy with the knowledge, skills, support, and mentorship to make responsible choices about sex and other aspects of life. Facilitators help participants acquire knowledge, develop skills, and practice healthy behaviors while simultaneously providing a network of supportive peers and adult mentorship. *Dollar-A-Day* lasts the entire school year and many participants attend this program for multiple years, beginning their freshman year in high school.

“ I look forward to coming here every week and talking with people who understand that just because you can't change your past doesn't mean your future is set. You can always change your future. It is your body and your future. ”

16-year-old girl

Professional Training

We're Here teaching others

Our Professional Training department develops and delivers high quality and engaging learning opportunities for PPRM staff, educational and health care professionals, and community members on topics related to health and sexuality. We offer a wide variety of trainings to PPRM staff as well as educational workshops for the community. Last year, we trained a total of 324 participants.

Sexual Health Educator Institute

Sexuality is one of the fundamental aspects of being human, however it can be a difficult topic to discuss and teach. For this reason, PPRM offers a two-day intensive training course aimed at giving educators and youth serving professionals the basic information and skills useful in providing high quality, effective, medically accurate and comprehensive sex education.

Participants acquire current information and resources regarding sex education. Additionally, participants learn how to incorporate inclusive language and skill building techniques into their classes, handle assumptions and stereotypes, answer tough questions, and explore hot topics in sexuality and much more.

CPR Certification Classes

Our four-hour interactive and skills-based course prepares participants to recognize several life threatening emergencies. Through this class participants learn how to offer CPR, use an automated external defibrillator, and relieve choking for adults, children, and infants.

Childbirth Education Classes

A survey of the community found that low-income families, teen moms, and same-sex couples were not accessing birthing classes. We're pleased to announce that PPRM is offering Childbirth Education classes to help fill this gap. Our classes are presented in a welcoming environment and participants are empowered to take an active role in their maternity care. In addition to basic child birthing curricula such as pain management during labor, our professional trainers provide comprehensive, medically accurate information about pregnancies and labors in an engaging manner.

The fee for the classes is based on a sliding scale using the family's income, and could be as low as \$10 for some families.

Testosterone Self-Injection Course

This brand new class is designed specifically for our transgender clients who have been prescribed testosterone. Participants learn all the aspects of self injecting testosterone intramuscularly in a safe and effective way. Each participant learns the technique for giving an injection, and ultimately gives himself his first testosterone injection while a trainer observes. The participants have the opportunity to ask questions and receive handouts with step-by-step directions, health center contact information, and a trouble shooting guide.



Advocacy We're Here

protecting reproductive rights for over 94 years

National Campaigns

Health Care Reform

The 2010 passage of the Patient Protection and Affordable Care Act was a positive step forward for women's health. Throughout the health care reform process, PPRM participated alongside other Planned Parenthood affiliates in a nationwide effort to pass legislation that would ensure women are better off after reform than they are today. Our staff and Board members lobbied Congress, our volunteer activists placed phone calls to key Congressional offices, and we attended multiple Congressional town hall events.

With the passage of health reform, health insurance will be prohibited from discrimination based on gender, pre-existing conditions, or health status. Patients will also be assured access to essential community providers like Planned Parenthood health centers. Additionally, the Women's Health Amendment guarantees women access to the preventive health care coverage they need such as breast and cervical cancer screenings, at zero cost-sharing.

While we were pleased that the final bill did not include the complete and total ban on private health insurance coverage for abortion, pro-choice members of Congress were forced to compromise on inclusion of the Nelson Provision. Under the Nelson Provision, coverage for abortion care may be difficult to obtain due to burdens placed on insurance companies and individuals. Planned Parenthood is working hard to ease this burden to ensure that health care reform meets the needs of women and all Americans.



Regional Highlights

Colorado

The Return of “Personhood:” Amendment 62 Defeated

After an overwhelming defeat in 2008, the sponsors of Personhood Colorado returned in 2010 with Amendment 62. Although the ballot language slightly differed from Amendment 48, Amendment 62 would have had the same dangerous outcomes including outlawing abortion in all circumstances and banning common forms of birth control.

PPRM began mobilizing our activists and the pro-choice community in June of 2010. We also co-chaired the Protect Families Protect Choice coalition that directed the “NO on 62” Campaign and spearheaded fundraising efforts. PPRM staff and 344 volunteers from across Colorado and Southern Nevada contacted Colorado voters through volunteer phone banks, visibility events, and petitioning. Additionally, we hosted door-to-door canvasses in collaboration with our coalition partners, NARAL Pro-Choice Colorado Foundation and the New Era Colorado Foundation.

Through the campaign’s effective field and communications efforts and the strong support of our donors and activists, Amendment 62 was ultimately defeated in all Colorado counties by a vote of 71 percent to 29 percent, a 3-to-1 margin.

Legislative Accomplishments

PPRM staff, Board members, and activists advocated and successfully lobbied for bills that prohibit gender rating and require maternity coverage by insurance companies in the individual insurance market as well as requiring coverage for contraception in the individual and small group health insurance markets.

We also worked to defeat bills that would have established fetal personhood through criminal statutes, therein making a woman’s rights secondary and threatening a woman’s ability to access comprehensive health care.

Wyoming

Several anti-choice bills were presented during the 2010 Wyoming legislative session. Working together with our coalition partner NARAL Pro-Choice Wyoming, we defeated one dangerous bill and



encouraged a legislator to withdraw another bill in light of its negative consequences on women’s access to health care. A third bill that increased penalties for people convicted of killing a pregnant woman passed with PPRM and NARAL working to ensure that in no way could fetal personhood be established.

New Mexico

New Mexico held a special session ordered by Gov. Bill Richardson following its regular 2010 legislative session. Legislation passed during this session included a bill requiring students entering the 8th grade in 2012 and after to take a course in health prior to high school graduation; in addition to a non-binding resolution requesting the Department of Health to convene a work group to develop a strategy to reduce adolescent births.

Nevada

The anti-choice group responsible for Amendment 62 in Colorado attempted to get a similar “personhood” initiative on the ballot. Planned Parenthood of Southern Nevada, through our statewide c4 Nevada Advocates for Planned Parenthood Affiliates and in partnership with Planned Parenthood Federation of America and the American Civil Liberties Union, challenged the ballot language in court. Two hearings were held; both of which favored Planned Parenthood and our partners. The first ruling prohibited “personhood” petitions from being circulated because the ballot language was too vague. Personhood Nevada (the proponent group) challenged this ruling, sending the case to the Nevada Supreme Court which declined to make a ruling in time for the initiative to be placed on the 2010 ballot.

Events

Across our region, we recognized the 37th anniversary of *Roe v. Wade*. In Denver, more than 300 supporters, including numerous state legislators and key decision-makers attended our event to honor this landmark Supreme Court decision. In Las Vegas, over 150 people in addition to local entertainers and coalition partners, attended our 2nd annual *Rock for Roe* event.

Planned Parenthood Votes Colorado

Planned Parenthood Votes Colorado (PPVC), the 501(c)(4) political advocacy arm of PPRM, had another extremely productive year of electoral outreach and voter education.

In 2009, PPVC sent candidate surveys to all candidates running for local school boards in five targeted districts. Our small donor committee Voices for Choice endorsed nine candidates and opposed one. Four of those nine endorsed candidates won their races, and the one candidate opposed by Voices for Choice was not elected.

PPVC was also proud to make significant strides during the 2010 election cycle. The cycle began with our efforts to defeat Amendment 62 as we paired our “NO on 62” message with support for PPVC endorsed candidates for the Colorado General Assembly. Additionally we surveyed all 2010 candidates for the Colorado Legislature and the statewide offices of Governor, Attorney General, Secretary of State, and Treasurer. After receiving 42 completed surveys, we endorsed 38 candidates for Colorado General Assembly, 25 of which won their races. We also endorsed four candidates for statewide offices, one of which won their race.

Also during the 2010 election cycle, the national Planned Parenthood Action Fund launched the “Next Generation Champions” program. This new initiative provides funding to affiliates to help elect first-time, diverse, pro-choice candidates to run for office. PPVC applied for the grant and received funding to support now Senator Angela Giron (SD 3, Pueblo), a committed advocate of women’s health.

We also launched an independent website, www.ppvotescolorado.org, as a vehicle for Colorado voters to stay up-to-date on policy issues and elections.

The portion of this Annual Report is paid for by PPVC. We thank our diligent c4 Board members for their service and dedication to Planned Parenthood advocacy: Linda Petrie Bunch (Chair), Christine Gardner Gould (Vice Chair), Steve Bell (Secretary / Treasurer), Cheryl Cohen-Vader, Mike Feeley, Jim Pribyl, and Dr. Andrew Ross.

Planned Parenthood Action Network

Join the Planned Parenthood Action Network today and join a group of nearly 23,000 active supporters. Visit www.pprm.org to become a member and we will update you on policy developments and alert you when it's time to contact your representative.

Our People We're Here to serve others

Planned Parenthood of the Rocky Mountains employs 365 employees. We take great pride in providing culturally competent and high quality care to diverse clients. To help us achieve this, 19 percent of our employees are bilingual.

“Working in a Planned Parenthood health center is not an easy job, by any means. But, it is the most rewarding job I will ever have. We see clients in what could be their most vulnerable circumstance, and we are privileged that they have trust in us to help. Clients’ needs don’t stop when we want to punch out and it is inspiring when staff chooses to lose evenings to help clients change their lives.” - **C. Owen, associate health center manager, Denver Stapleton**

“Walking out of a middle school classroom after teaching there for four weeks, the students begged me to come back. Every time a student asks a question that they have been afraid to ask, or uses a term that I have coined a Planned Parenthood term like partner, or gives me that look of admiration when I answer a question, their smiles remind me that I have made a difference in someone’s life.” - **Rebecca Engel, education program specialist, Denver**

Volunteering For PPRM We're Here & making a difference

In 2010, 1,972 volunteers contributed 19,682 hours of time and talent to our mission, which represents over \$422,583 savings to our agency. Volunteers also assisted in passing out more than 43,000 condoms and over 66,000 coupons distributed at 49 outreach events.

“I’m a volunteer because Planned Parenthood is a multifaceted organization that plays a crucial role in the community. After the Planned Parenthood Volunteer Training program I was able to speak intelligently about reproductive health as well as disqualify widely held misconceptions of Planned Parenthood. One of the misconceptions I wanted

to prove wrong when I started volunteering was that female empowerment and the other work Planned Parenthood does, is something that only women should have to work for. Reproductive health care and the concept of choice is something that everybody should be able to talk about as intelligently as I have learned to do, and I hope that one day they can.”

- **Christopher Castillo, volunteer**



Summary of Financial Activities

for the Year Ending September 30, 2010

Income

Medical Services (incl private insurance)	20,466,837	71.1%
Annual Fundraising	4,391,137	15.3%
Medicaid	2,275,859	7.9%
State & Federal Grants	1,456,051	5.1%
Education Income	113,411	0.4%
Miscellaneous Income	76,327	0.3%
Total Operating Income	28,779,622	100%

Contributions

Individuals	\$2,086,100	46.2%
Foundations	\$1,298,724	28.7%
Building the Future Campaign	\$369,473	8.1%
Endowment / Board Designated	\$295,167	6.5%
Associations	\$259,441	5.7%
Businesses / Corporations	\$171,333	3.8%
Workplace Giving	\$37,200	0.8%
Total Contributions	\$4,517,438	100%

Expenses

Medical Services	21,510,621	76.5%
Admin Support / Management	3,021,740	10.8%
Education	1,361,982	4.8%
Fundraising	1,313,325	4.7%
Public Affairs	657,787	2.3%
Other Programs	234,971	0.8%
Total Operating Expenses	28,100,426	100%

How you can help?

There are many ways you can support PPRM's work. Whichever option you choose, your gift will have a powerful impact on the lives of the thousands of women, men, and teens who depend on our services.

Gifts of cash

Your gift of cash, check, or credit card in any amount can be made via mail, over the phone or online at www.pprm.org.

Gifts of Securities

There are substantial tax savings when you choose to donate publicly traded securities (shares, bonds, mutual funds).

Monthly Giving

By becoming a Champions for Choice and enrolling in automatic monthly giving, you provide PPRM with ongoing, sustainable support.

Matching Gifts

With corporate matching gifts, you can double the impact of your gift by asking your employer to match your donation.

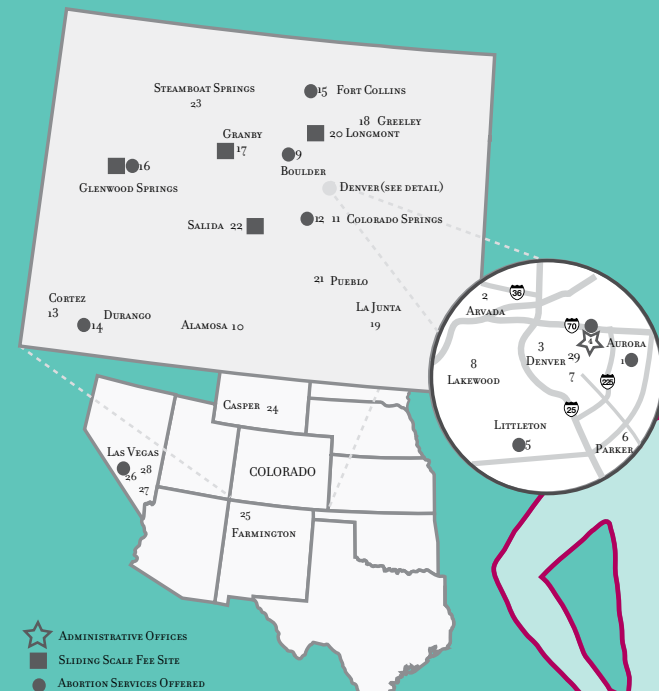
Memorial or Tribute Gifts

When you make a tribute or memorial gift to PPRM we will send a card announcing your gift.

Planned Gifts

Remembering PPRM in your will, a trust or through an annuity is one of the most meaningful gifts you can give future generations.

For more information about any of the above giving options, please contact our development staff at 303.321.7526 or info.development@pprm.org.



Call **1.800.230.PLAN** or visit www.pprm.org for the **Planned Parenthood Health Center Nearest You**

