

Dialogue

Planned Parenthood of the Rocky Mountains

Winter
2011

visit our website at
www.pprm.org

Letter From President and CEO Vicki Cowart

As the holidays near, Planned Parenthood of the Rocky Mountains is grateful to have supporters like you. With your help, we defeated yet another extreme, anti-choice measure by a 3-1 margin this year.

Colorado voters clearly rejected the idea of Amendment 62 and agreed that it was dangerous, deceptive, and wrong for Colorado families, even as a more conservative populace took to the polls this year. It's encouraging to observe such a different voting mood and population between 2008 and 2010 while experiencing very similar results.

Overall, however, candidates with extreme conservative views made significant gains across the country. Given the new national political make-up, we are likely to see efforts to not only limit access to birth control but also additional attacks on abortion; more specifically, efforts to ban all insurance coverage for abortion under health care reform even in the private market.

PPRM will continue to defend pro-choice policies that are good for women and their families. Most recently in the 2010 election, Planned Parenthood Votes Colorado, our political arm, saw many of its endorsed state candidates win their respective races including Gov.-Elect John Hickenlooper. Additionally Planned Parenthood Action Fund, PPRM's national political body, endorsed the victorious Sen. Michael Bennet and Reps. Diana DeGette, Jared Polis and Ed Perlmutter. We look forward to working with these policymakers who trust women to make decisions about their own health care.

Our fight to ensure youth have access to comprehensive sex education always endures. The recent move by the State Board of Education to undermine Gov. Bill Ritter's commitment to comprehensive sex education by applying for an abstinence-only grant, demonstrates the importance of our work and presence as an advocate for comprehensive sex education. PPRM will continue working with coalition partners like the Healthy Colorado Youth Alliance to stand by our commitment to complete sexual health education. At Planned Parenthood, we believe that all youth deserve access to information that can help them make smart, responsible choices including choosing abstinence, delaying sexual activity, and increasing condom and contraceptive use.

Of course this time of year reminds us how many folks in our communities need our help. Even with some bright spots in the Colorado economy and job market, we see more people each day who turn to pprm for affordable health care. Folks are coming to our health centers because they have lost their jobs or their insurance, and we are here for them.

United, we are powerful and effective in standing up for policies and programs that benefit women and youth. Thank you for standing with us.



VICKI COWART

Amendment 62 Slammed

Another 3-1 Loss for "Personhood"

PPRM is pleased to announce that in the 2010 election, Amendment 62, the so-called "personhood amendment," failed by a vote of 70.5 percent against and 29.4 percent in favor of the initiative! Once again, Colorado voters rejected "personhood" in every single county in Colorado and by a 3-1 margin!



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The mission of Planned Parenthood of the Rocky Mountains is to empower individuals and families in the communities we serve to make informed choices about their sexual and reproductive health by providing high quality health services, comprehensive sex education, and strategic advocacy.

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Amendment 62 Slammed Another 3-1 Loss for “Personhood” CONTINUED

PPRM was proud to serve as one of the lead organizations on the NO on 62 Campaign, conducted by the Protect Families Protect Choices coalition. While the cost of this year’s campaign was half that of the NO on 48 effort of 2008, once again, PPRM raised approximately 70 percent of the funds to defeat this harmful amendment.



PLANNED PARENTHOOD’S YOUTH VOLUNTEERS WORK TO GET OUT THE VOTE AND EDUCATE VOTERS ABOUT AMENDMENT 62.

This year’s campaign focused on direct voter contact and (pro-choice) base-building. From June through November 2010, PPRM and PPVC engaged 344 volunteer activists in the NO on 62 Campaign. Our methods of advocacy outreach to defeat Amendment 62 and elect pro-choice statewide officials and legislators included volunteer and paid phone calls, door-to-door and crowd canvassing, postcards, emails, and extensive outreach through online social media and community events. Through this concerted effort, we realized 147,670 distinct voter contacts in Colorado by leveraging the NO on 62 message and messages supporting statewide pro-choice candidates.

Like Amendment 48 in 2008, Amendment 62 would have extended constitutional and legal rights to fertilized eggs. It would have outlawed all abortions in Colorado, including when a woman has been raped, is the victim of incest, or when her life or health is at risk. It could also have banned emergency contraception and commonly used forms of birth control like the Pill.

We are so grateful for the generous and committed support of our organizational collaborators and you, our stalwart supporters and donors. Without your commitment to protecting women’s access to comprehensive reproductive health care, no matter how persistent or extreme our opponents, we never could have achieved this stunning victory!



Amendment 62 in the Media Spotlight

The Nation Watching Colorado

The origin and then crushing defeat of Amendment 62 received local and national press attention. The NO on 62 communications committee, which included representatives of PPRM, worked to reach broad and diverse Colorado voters. We leveraged radio ads, TV ads, YouTube videos, Facebook updates, and worked with local and national bloggers and traditional reporters to ensure Coloradans heard loud and clear why Amendment 62 would be so dangerous if it passed. The campaign organized six media events, featuring a variety of speakers to highlight the numerous areas of impact of Amendment 62. News organizations across the state covered these events and many outlets, particularly print publications, opposed Amendment 62 with varying degrees of intensity. Most weighed in very strong in opposition, while some included their NO on 62 recommendations along with endorsements on other ballot issues. Even national news organizations like MSNBC’s “The Rachel Maddow Show” closely followed Colorado’s consideration of this extreme anti-choice measure. In all, the following news organizations editorialized about 62, advising their readers to vote NO on 62: *Colorado Springs Gazette, Denver Post, Aurora Sentinel*



PLANNED PARENTHOOD STAFF AND SUPPORTERS CELEBRATE THE DEFEAT OF AMENDMENT 62.

(twice), *Grand Junction Daily Sentinel, Pueblo Chieftain, Fort Collins Coloradoan, Longmont Times-Call, Boulder Daily Camera, Durango Herald, Fort Morgan Times, Boulder Weekly, Colorado Springs Independent, Summit Daily, Wet Mountain Tribune, Sky-Hi News, Telluride Planet, Canon City Daily Record, Aspen Daily News, Montrose Daily News, Vail Daily, Steamboat Pilot, Sentinels of Front Range* (7 publications) and *the Rocky Mountain Collegian*. No Colorado news organization endorsed Amendment 62.

The NO on 62 Campaign also participated in all requested televised and radio debates and appearances. On the social media front, the NO on 62 Facebook page had 2,341 “likes” by election night, demonstrating how engaged our supporters were.

Vicki Cowart Receives Prestigious Geosciences Award

PPRM’s CEO and President Vicki Cowart has been named the 29th recipient of the Medal in honor of Ian Campbell for Superlative Service to the Geosciences. Cowart was presented this prestigious award at the Geological Society of America Presidential Address Ceremony in Denver on Oct. 30.

Cowart earned her B.S. in physics from Worcester Polytechnic Institute and a M.S. in geophysics from the Colorado School of Mines. After receiving her degrees she spent 16 years in the petroleum industry. First she worked as an exploration geophysicist for Mobil (now ExxonMobil) then an exploration manager for ARCO, and finally as a technical sales and operations manager for Schlumberger Ltd. After working in industry, she served as the Colorado State Geologist from 1993-2003 where she was instrumental in establishing the Survey’s geologic mapping program and secured funding from the state legislature for both the survey and its Avalanche Information Center.

Throughout her career, Cowart has served in many leadership roles within the geosciences community. Cowart’s longtime work in the geosciences and dedication to organizations such as AASG and AWG combined with her leadership roles make her extremely deserving of the Medal in honor of Ian Campbell for Superlative Service to the Geosciences.



VICKI COWART ACCEPTS THE MEDAL IN HONOR OF IAN CAMPBELL FOR SUPERLATIVE SERVICE TO THE GEOSCIENCES.

Photo-Leigh Sutherland, American Geological Institute

PPRM Recognizes World AIDS Day With Free HIV Testing

Observed for the first time on Dec. 1, 1988, World AIDS Day has become one of the most recognized international health days. It is an opportunity for communities to build awareness, celebrate victories in HIV research like increased access to treatment and prevention services, and inspire people to take positive action in their own lives. World AIDS Day also reminds us there are millions of people living with HIV/AIDS today.

PPRM, in conjunction with Rocky Mountain CARES, was proud this year to offer free HIV testing at our Central (Denver's Capitol Hill neighborhood) and Aurora health centers on World AIDS Day. The day was a great success! Both health centers saw a huge uptick in clients, showing the demand for affordable testing at the local level.

"We were excited to collaborate with Planned Parenthood on World AIDS Day," said RMC Medical Director Dr. Benjamin Young. "Our partnership is a natural one as our organizations share the same goal in helping communities affected by and infected with HIV. In addition, we strive to create an inclusive, safe environment for those we help, free of stigma and discrimination. We hope our longstanding partnership will continue to play an important role in the community and improve HIV prevention for all at-risk communities."

Throughout our region, all PPRM health centers recognized World AIDS Day by raising awareness about the importance of education, testing, and the availability of accurate, timely information on HIV/AIDS research as well as long-term treatment options locally available.



PPRM has consistently provided HIV testing and referrals as part of our comprehensive reproductive health care and basic primary care services. One out of five individuals is unaware of their HIV status, which makes testing crucial. The Centers for Disease Control and Prevention recommends everyone between the ages of 13 to 64 get tested for HIV as a part of routine health care.

But lack of information, misconceptions, and social stigma keep many people from seeking diagnosis. Others may mistakenly believe they have been tested as part of general health care and/or their annual physical. For these reasons, Planned Parenthood works daily to empower people to make informed, responsible choices about their sexual and reproductive health.

Roe v. Wade And The Current State of Abortion Providers

The New York Times Magazine recently reported on the diminishing number of abortion providers since *Roe v. Wade*.

In its gripping introduction to the piece *The New York Times Magazine* writes, "On a clear and mild March day in 1993, the Operation Rescue leader Randall Terry spoke at a rally in southern Florida against abortion. "We've found the weak link is the doctor," he told the crowd. "We're going to expose them. We're going to humiliate them." A few days later, Dr. David Gunn, an abortion provider, was shot and killed outside his clinic in Pensacola, Fla., about 500 miles away. It was the first of eight such murders, the extreme edge of what has become an anti-abortion strategy of confrontation."

This is not the scenario doctors imagined after the landmark 1973 Supreme Court decision that legalized abortion. Historically, it was thought that with the legalization of abortion, free-standing clinics would not be necessary if half of the obstetricians in the country would serve as providers in addition to a handful of hospitals.

But as *The New York Magazine* writes, "Since before the days of *Roe v. Wade*, a small number of doctors have quietly provided abortions in their offices (often only for patients with health insurance or who pay out of pocket). Their numbers have dwindled: in 2005, the Guttmacher Institute counted 367 abortion providers in doctors' offices nationwide, down from more than 700 in 1982. Doctors' offices now account for only 2 percent of the total number of procedures; hospitals account for barely 5 percent.

This highlights the challenge of making abortion truly

mainstream — of moving beyond residency training and outside the haven of medical-school faculties, so that more doctors offer abortions when they join a regular OB-GYN or primary-care practice. As yet, all the success in training new doctors hasn't translated into an increase in access. Abortion remains the most common surgical procedure for American women; one-third of them will have one by the age of 45. The number performed annually in the U.S. has largely held steady: 1.3 million in 1977 and 1.2 million three decades later. In metropolitan areas, women who want to go to their own doctor for an abortion can ask whether a practice offers abortion when they choose an OB-GYN or family physician. But in 87 percent of the counties in the U.S., where a third of women live, there is no known abortion provider."

In Colorado, approximately 80 percent of counties lack an abortion provider. Planned Parenthood works everyday to reduce the need for abortion by providing access to affordable contraception, health care services, and medically accurate education and information. While more than 93 percent of our services focus on prevention, we strongly believe that abortion must remain safe and legal. History has shown that when abortion is not legal, women put their lives in danger.

PPRM began offering abortion services in 1973. Today, 11 of our 28 regional health centers offer in-clinic abortion and/or the abortion pill. This includes our Aurora health center in the Metro Denver area, which just began offering abortion services this December. We are proud to expand this service to Aurora and ensure we are meeting the needs of the communities we serve.

Payroll Contributions Support the Issues You Care About Most

Each winter, many Colorado employers offer their staff the chance to participate in workplace giving campaigns; these campaigns enable employees to donate a specified dollar amount per paycheck to the charities of their choice. Payroll contributions are a simple and efficient way to support the issues you care about most.

PPRM is a proud member of Community Shares of

Colorado. Your donation to Community Shares supports PPRM and 114 other Colorado nonprofits through paycheck contributions. Last year, Colorado donors pledged nearly \$1.5 million dollars to Community Shares through workplace paycheck contributions. Some employers even match employees' donations!

Please look for PPRM in the giving campaign at your workplace – Colorado state employees can participate

through Colorado Combined Campaign and federal employees can participate through the Combined Federal Campaign. Also, if your company participates in a United Way campaign, you may write in "PPRM" as a "donor choice" option on the pledge card. While we are not a United Way partner agency, they will direct the full amount of your donation to PPRM. However, the best way to support PPRM through workplace giving

is to include Community Shares of Colorado in your workplace giving campaign. When we work together, incremental giving creates a monumental difference.

Please contact the Community Shares of Colorado office for more information about how to bring a paycheck deduction campaign to your company. You may do so by contacting Erin Atwell at [303-861.7507](tel:303-861-7507) or erin@cshares.org.

Return Service Requested

Want Less Mail?

Our DIALOGUE newsletter is now available via email. If you would prefer an electronic version of this newsletter, please send your email address to info.development@pprm.org

Your gift to PPRM will be matched!

Would you like to double the impact of your gift to PPRM?

Between now and Dec. 31 your gift to PPRM will be matched dollar-for-dollar. Through the commitment of several PPRM donors, donations received through the year-end will be matched to double their impact. To be eligible and to double the dollar amount of your gift it must be received by Dec. 31, 2010.

Please use enclosed envelope to send your donation, or contact Terri Alexander at 303.813.7714 or terri.alexander@pprm.org.

You make a positive difference in the lives of our clients. Thank you for your commitment to the women, men, and young adults who turn to Planned Parenthood for services and education throughout the year.



A Real Donor Story About Giving to PPRM!

Andrew and Renee are no strangers to PPRM. They have faithfully donated to PPRM for the last 20 years. They recently discovered a way to maintain their same level of generosity at a significantly reduced cost. They are now making annual gifts using securities that are worth more now than when originally purchased them and they have held them for more than a year.

Andrew, a retired engineer, was employed at the same company for 35 years and like many employees, owned a lot of stock in his company. Andrew and Renee were starting to plan for retirement and diversify their portfolio. They were planning to sell their shares of stock until they learned they would have to pay capital gains taxes. When they talked to their financial advisor, they learned that they could put the full value of their stock to better use by donating it to charity.

By donating their stock, Andrew and Renee realized several benefits:

- PPRM would still receive the same (or more) financial support that they wanted to continue to provide
- They were able to give to PPRM at a reduced net cost
- They avoided paying up to 15 percent in capital gains tax

Donating your appreciated securities to PPRM is easy and can be accomplished in many ways. The most popular way is a simple electronic transfer from your broker to ours. You or your broker can call our Planned Giving office and request PPRM's account number and within a day, your gift can be complete. It is important that we are notified prior to every stock transfer in order for us to accurately identify, allocate, and acknowledge your gift.

Our clients benefit significantly from your generosity – you should too! To learn more about giving gifts of appreciated securities and discuss the positive impact your gift can have on PPRM's programs and services, contact Amy Buchheit at 303.813.7644, toll free at 1.800.230.7526, or amy.buchheit@pprm.org.