

Dialogue

Spring Issue 2008

planned parenthood of the rocky mountains

visit our website at www.pprm.org

Together We Celebrate 35 Years of Reproductive Freedom



House Majority Leader Alice Madden rallies the crowd

Dozens of blue “Roe 2008” signs competed for attention in a sea of orange that shouted “35 Years of Freedom.” Behind each sign stood a pro-choice activist, braving the Colorado cold to celebrate the landmark Supreme Court decision.

Choice activists weren’t the only ones standing on the Capitol steps January 22. Dozens of lawmakers also attended the rally, which

was sponsored by Planned Parenthood of the Rocky Mountains (PPRM) and our partners in the *Protect Families Protect Choice* coalition.

Many thanks to House Majority Leader Alice Madden and State Senator Betty Boyd who started the rally. Speakers from NARAL and the Colorado Organization for Latina Opportunity and Reproductive Rights also addressed the crowd before PPRM’s President and CEO, Vicki Cowart, closed the event by urging people to continue working for reproductive freedom.

Anti-Women’s Health Amendment

Anti-choice extremists continue to collect signatures to place a ballot initiative before voters in November that would amend the Colorado Constitution. The extremists say the initiative would “merely” define when life begins, but it would have much more far-reaching consequences.

The proponents seek to grant Constitutional rights to each fertilized egg from the moment of conception. If this becomes law, it would jeopardize women’s health by compromising the ability of all women to make medical decisions with their doctors. A pregnant woman experiencing



complications that threaten her life or health would be unable to obtain an abortion or seek treatment for a disease that might harm the fetus.

The deadline for signatures is mid-May and, while we hope they fail to collect enough to get on the ballot, we will be prepared if they do.

For more information, or to get involved, please email protectfamilies.protectchoice@pprm.org.



Flex Your Muscle

The Planned Parenthood Action Network allows you to reach decision makers with the click of a button-for free. Join our network of over 40,000 activists by visiting www.pprm.org or by calling **303.321.PLAN**.

We'll email you critical, up-to-date information about national and state issues surrounding reproductive health. You respond to the message, and we send a free fax or email to your elected officials!

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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 reproductive health.

www.pprm.org

Together we are Building the Future

Our historic campaign's strong foundation will empower our supporters the opportunity to build the future together.

We've gone public! In January we ran the advertisement below in the *Rocky Mountain News* and *The Denver Post* to announce our Campaign and to thank those who dedicated their time, energy, and financial resources to lay the foundation for **Building the Future**.

Since running the advertisements, we've raised an additional \$400,000 for a total of \$8 million dollars for our **Building the Future** Campaign. We enthusiastically thank you if you helped us to reach this

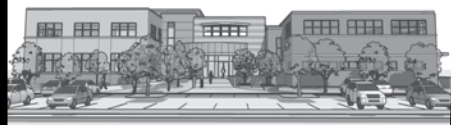
remarkable landmark goal. An amazing and committed group of supporters donated 80% of our \$10 million campaign goal.

You can build the future too! Opportunities to participate in the Campaign and create a stronger future for Planned Parenthood's mission and clients will be announced soon. If you would like to learn more about **Building the Future** now, please visit www.pprm.org and click on **Building the Future** or call us at 303.321.7526.

Planned Parenthood of the Rocky Mountains

Announces the

BUILDING THE FUTURE CAMPAIGN



A trusted name for over 91 years, Planned Parenthood of the Rocky Mountains provides high quality, affordable health care services to more than 126,000 women, men and teens each year.

We have initiated an unprecedented **\$10 MILLION BUILDING THE FUTURE** Campaign to advance our mission and:

- **Build a New Flagship Health Center and Administrative Office at 38th Avenue & Pontiac Street (pictured above, opening summer 2008)**
- **Transform health centers for the future and safeguard clients, staff and supporters with the highest level of safety and security**
- **Invest in our future through tools and training to maximize our capabilities and better serve our clients**

We say thank you to our generous community who has already committed \$7.6 million towards our \$10 million goal.

For more information about **BUILDING THE FUTURE**

please call
303.321.7526

or visit us at
www.pprm.org.



Planned Parenthood Stapleton (opening summer 2008)

We have started construction on our new Flagship Health Center at 38th Avenue and Pontiac in northeast Denver. 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 that serve all of our health centers throughout our five-state region. The brand new family

planning and reproductive health center will provide a full-range of affordable and confidential services that will give women, men and teens the resources they need to stay safe and healthy.

If you have any questions, please contact 303.813.7643 or stapleton.community@pprm.org.



**Sarah
McConnell**

Circle of Friends

Transformational and inspirational giving

*How the spirit of Sarah McConnell
positively impacts the world.*

By: Terri Alexander, Development Coordinator

The Sarah McConnell Fund through The Denver Foundation serves organizations and agencies throughout the world. Here at Planned Parenthood, the gift given to us serves two important programs that we believe Sarah would have embraced wholeheartedly.

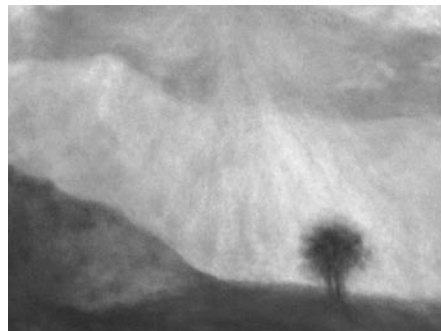
PPRM's *Adopt-A-Health Center* program allows donors to provide a gift to our health centers. It also serves as a matching gift to our clients, to inspire and empower people to embrace our mission and philanthropy by doubling even the smallest gift. Sarah's lifelong belief in "matching gifts" is honored by this donation.

A portion of the gift also benefited our *Teens for Tomorrow* youth education programs. This gift empowers young women and men to make healthy, responsible choices about their sex lives so they too can have a positive impact on the world.

If you would like to make a gift in memory of a loved one in your life, or in honor of Sarah, please contact the Development department at **303.321.7526** or at info.development@pprm.org.

Judi Lightfield's inspiration for supporting Planned Parenthood of the Rocky Mountains is her daughter, Sarah McConnell. Sarah volunteered at Planned Parenthood at the age of 17. Inspired as a client by the compassion and care she received from our clinical staff, Sarah was an enthusiastic and committed volunteer. Sarah was young and vibrant yet, as her mother describes her, "she was an old soul."

In her volunteer application she described her support of safe and legal access to abortion. "I am pro-choice because I don't believe I or anyone else has the right to determine the fate of a woman in crisis. It's not my right to make that decision for anyone."



"Her Essence" by Judi Lightfield

*"To have a significant, positive
impact on the world."*

Sarah, the old soul in the guise of a teenager, was hired as a Health Center Assistant when she turned 18 in 2002. Working for nearly a year at the Southeast Health Center, Sarah brought with her youthful energy,

computer savvy, and compassionate nature to care for Planned Parenthood clients of all ages. She developed the patience to listen to clients with diverse voices and backgrounds. Judi describes Sarah as "an unusually non-judgmental" teenager. Indeed, her former manager describes Sarah as, "fun to be around and full of life... I hired her because she was so committed to the cause and willing to learn."

Sarah left Planned Parenthood in early 2003 to pursue a degree in International Studies at the University of Denver. Here she listened to her "old soul" to continue to fight for human rights. The path for justice and equality was one she followed since she was a young girl.

As a pre-teen, Sarah was already introducing her mother to the idea that giving back to the world can indeed change the world. Judi recalls an eleven year old Sarah who, when given an allowance, gave half of it back to her mother, insisting that she wanted to donate it to a worthy cause. Judi would match her donation, inspired by her young daughter's commitment and generosity.

It is not an exaggeration to say Sarah gave all of herself. At the age of 17, Sarah asked her mother take her to a blood drive, where her mother approved of her blood donation. Judi, inspired, also matched her daughter's pint of donated blood - drop for drop.

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You can give and receive at Planned Parenthood!

Your creation of a charitable gift annuity will provide you income today and support Planned Parenthood in the future.

Many of our supporters create a charitable gift annuity that supports Planned Parenthood of the Rocky Mountains' future and in exchange the supporter receives a steady, secure payment for life. Here are the answers to questions about this "gift that pays."

What is a gift annuity?

A gift annuity is a simple, contractual agreement between one or two donors and PPRM in which you transfer assets to us in exchange for our promise to pay you lifetime, fixed payments.

How does a gift annuity work?

In exchange for a gift of \$5,000 or more (or \$10,000+ for two annuitants), Planned Parenthood provides fixed, assured payment to you for the rest of your life. The amount of each payment is based on your age when you make the gift and will not change. After your lifetime, the balance of the account will go to PPRM's Endowment.

What will my gift annuity accomplish?

Just as a charitable gift annuity may be part of your personal financial planning, these gifts help place PPRM on secure footing for the future. Your gift will help reduce unintended pregnancy, expand access to contraception and education, and preserve choice. It truly is a gift that keeps on giving!

Will I receive tax benefits?

Yes, charitable gift annuities can provide excellent tax benefits, including:

- A partial income tax charitable deduction, if you itemize your deductions
- Partially tax-free annuity payments
- Capital gains tax savings if you make the gift with appreciated stock (it's best that the stock be held longer than one year)

What if I want someone other than myself to receive annuity payments?

You may select any one or two people age 50 or older as annuitants — your spouse, your partner, or even your parents. If this interests you, we will include special information with your gift example.

Do I have to make the gift with cash?

Gift annuities can be funded directly with either cash or marketable stock. Other assets — from savings bonds to money market funds — can be sold and then used for an annuity.

Are annuity payments safe?

Yes! Planned Parenthood Federation of America (PPFA) administers all of PPRM's annuities. PPFA's program exceeds strict state requirements for maintaining and investing reserves sufficient for all future payments. Payments are further backed by PPFA assets, which, if ever needed, would be used for annuity payments.

Is it easy to set up a gift annuity?

It's very easy. Once you complete a brief application and provide proof of age with your gift, your first annuity payment begins to accrue immediately.

How can I learn more?

If interested in receiving a confidential, detailed gift example, please call us at 303.813.7641 or email info.development@pprm.org.

Here is an example of how it works:

One Annuitant	Age 75
Gift	\$20,000 cash
Charitable Deduction	\$7,376
Annuity Rate	7.1%
Annuity Payments	\$1,420/year, in part tax-free

Charitable Gift Annuity Rates:

Age	Payment Rate
70	6.5%
75	7.1%
80	8.0%
85	9.5%



National grant for abortion services assists our most in need clients

In November 2007, the national Planned Parenthood Consortium of Abortion Providers (CAPS) received an anonymous gift to help low-income women obtain abortion services. This grant, called *The Justice Fund*, serves women on a national level who live at or below 150% of the Federal Poverty Guidelines. CAPS distributed the grant to 45 Planned Parenthood affiliates that provide abortion care where no state funding for abortion services exists.

Planned Parenthood of the Rocky Mountains received a portion of the grant with a distribution payment of \$385,000.

PPRM has already distributed 30% of the fund to our abortion clients who are most in need of financial assistance. Thank you to our national anonymous donor for standing up for the women of Colorado.

Prevention works: U.S. abortion rate falls to lowest level since 1974

The number of abortions performed in the United States dropped to 1.2 million in 2005 — the lowest level since 1976, according to a new report by the Alan Guttmacher Institute census of U.S. abortion providers.

The report itself did not identify reasons for the drop in abortions, but the researchers said it could be due to a combination of factors including increased use of contraception and more restrictions on abortions,

making it difficult for women to obtain abortion services. Some have stated it could also be the result of increased availability of emergency contraception, which is available at all Planned Parenthood health centers.

Despite these declines, slightly more than one in five pregnancies ended in abortion in 2005, an indicator of how much still needs to be done to help women and their partners avoid unintended pregnancy.

“The best way to make abortion rare is to make sure women, families, and teens have access to family planning, education, and information,” says Vicki Cowart, PPRM’s President and CEO. “For over 90 years, Planned Parenthood of the Rocky Mountains has worked to make sure all people have the information and means to decide freely and responsibly whether and when to have children. The study shows that prevention works.”

To read the entire study visit www.guttmacher.org.

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“To have a significant, positive impact on the world,” Sarah wrote in her application for the Peace Corps when asked about her goal in joining. It was an application that was not completed. Sarah died an accidental and untimely death at the age of 20 on February 5, 2005.

Judi’s profound sorrow is combined with an equal sense of pride and awe. A mother’s pride in her daughter’s accomplishments and a sense of wonder that Sarah’s strong moral compass continues to guide her, three years after her death by establishing The Sarah McConnell Fund through

The Denver Foundation, her family continues to keep her memory alive.

The sale of artwork helped to fund the creation of The Sarah McConnell Fund. Sarah’s father, Michael McConnell, and brother, Jacob, were instrumental in setting up the fund. Judi says, “it could not have been done without them.”

Judi talks about the “reverse osmosis of childhood” in response to a question about who learned philanthropy from whom – Sarah from Judi, or Judi from Sarah? Judi believes “you pick things up from your children.”

Instinct guides Judi now. A mother’s instinct that the fund is something Sarah would have done. Her daughter is the driving spirit that pushes Judi to continue Sarah’s personal mission statement: To have a significant, positive impact on the world.

Isak Dinesen wrote, “All sorrows can be borne if you put them into a story or tell a story about them.” The sorrow of a daughter’s untimely death can be borne because Sarah’s story continues with every donation, every commitment, and every positive impact she continues to make on the world through The Sarah McConnell Fund.

Planned Parenthood of the Rocky Mountains' Teacher Training Institute



Planned Parenthood of the Rocky Mountains is pleased to announce Teacher Training Institutes that will be offered throughout the year.

Sexuality is one of the most fundamental aspects of being human, yet it can prove to be one of the hardest topics to discuss and teach. With this in mind, Planned Parenthood

of the Rocky Mountains is offering a two-day intensive training course aimed at giving educators and other youth serving professionals the information and skills useful in providing high quality, effective sexuality education.

Participants attending the two-day course will have the opportunity to acquire the most up-to-date information and resources regarding sexuality education, explore their own ideas and values around sexuality, and participate in skill building opportunities.

Topics include:

- **Comprehensive sexuality overview**
- **Assumptions, stereotypes and inclusive language**
- **Tools for working effectively with adolescents on sexuality issues**
- **Answering tough questions**
- **Activities that teach**
- **Resources for teachers**
- **“Hot Topics” in sexuality**
- **Skill building opportunities**

For more information, please contact Debbie Scheer via email at debbie.scheer@pprm.org, or call 303.813.7662.



PROPER ATTIRE™
Required for entry.™

PROPER ATTIRE™, IT'S “REQUIRED FOR ENTRY™”

New Condom Makes Safer Sex the “Must-Have” Fashion Statement

PROPER ATTIRE™ is making a lifestyle statement with the premiere of the new and stylish condom that is being called the “must-have” fashion accessory for women. Featuring a chic package with a unique fig leaf print, **PROPER ATTIRE™** was designed to encourage women to feel more comfortable about carrying and buying condoms. That's why it's “Required for entry.™.” **PROPER ATTIRE™** proceeds will benefit Planned Parenthood affiliates.

“Some women are embarrassed to purchase and carry condoms. PROPER ATTIRE™ was created for this reason,” said Vicki Cowart, PPRM President and CEO. “With its trendy feel and fashionable packaging, women have the opportunity to be both safer and fashionable.”

With six trendy styles

Basic (regular); **Color** (colored); **Dots** (studded); **XL** (extra large); **Sheer and Taste**, **PROPER ATTIRE™** is a safe,

yet fun and fashionable way to make sure you are properly protected.

PROPER ATTIRE™ condoms come three to a pack and will be sold at boutique shops and exclusive hotels. They are also available at all PPRM health centers and will soon be sold online.

Reliable and effective, **PROPER ATTIRE™** condoms are not only FDA-tested, but undergo rigorous quality assurance testing by the manufacturer as well as by independent laboratories.



With increased awareness about the spread of sexually transmitted diseases, the practice of safer sex is of the utmost importance.

Research shows that every year there are more than three million unintended pregnancies, and approximately 19 million women and men will contract a sexually transmitted disease.

For the Planned Parenthood health center nearest you, call 1.800.230.PLAN or visit www.pprm.org.

PPRM Expands Cervical Cancer Vaccine

Due to the overwhelming success of PPRM's HPV vaccination program, we are expanding the provision of this vaccine that can protect you against the Human Papilloma Virus (HPV), the virus which can cause cervical cancer, to a total of 22 health centers throughout our region.

Approximately 20 million people in the United States are infected with HPV, a virus that is passed by skin-to-skin contact. Persons who are infected with the virus often have no symptoms. Even without symptoms the virus can be passed from one person to another. There are more than 100 types of HPV; some types of HPV cause genital warts, and some types cause cervical cancer.

Gardasil is a vaccine that will provide protection against the diseases caused by HPV types 6, 11, 16 and 18. HPV types 16 and 18 are responsible for 70% of all cervical cancers, and HPV types 6 and 11 are responsible for 90% of genital

warts. The vaccine is FDA approved for women ages 9 to 26. Ideally, the vaccine should be administered before the onset of sexual activity, but young women who are sexually active should still be vaccinated.

"Vaccination, practicing safer sex and making responsible choices are the best ways to protect yourself against HPV," said Dr. Savita Ginde, PPRM's Medical Director, "We are proud to offer this critical service to women throughout our region."

Women 19 years and older who live in the United States, do not have health insurance, and cannot afford to pay for the vaccination may qualify to receive the vaccination for free. Three visits are needed for the HPV vaccine. Call 1.800.230.PLAN or visit www.pprm.org to make an appointment at the health center nearest you. **Ask us if you qualify for a FREE vaccination.**



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.

Since we started this program last February, we have provided more than 1,300 women with the vaccine.



I want to make a difference

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

We offer a variety of intern, volunteer and employment opportunities at our health centers and administrative office.

 **Planned Parenthood**
of the Rocky Mountains

Lending Time and Talent

Our cadre of volunteers continues to grow. Last year, 508 volunteers contributed 15,763 hours, which equates to a savings of \$276,640 for our agency. PPRM volunteers contribute to our mission by donating their time and skills in our health centers, education programs, and advocacy efforts. To become a volunteer with PPRM, visit our website at www.pprm.org or call our Director of Volunteers at 303.321.7526.

Visit www.pprm.org

You will receive the most comprehensive sexual health information available, up-to-the-minute public affairs news and updates, and you can now request an appointment online at most health centers. Visit us today!

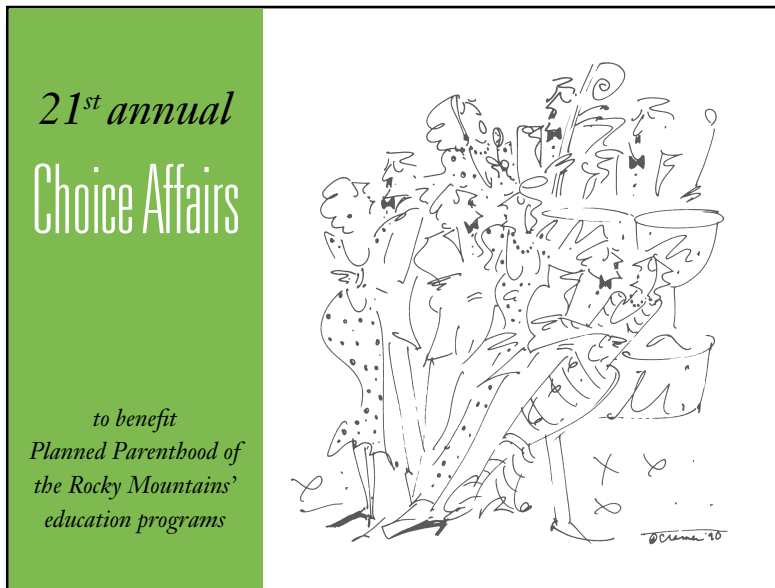
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Want Less Mail?

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.

Save The Date: ...for the 21ST series of Choice Affairs to benefit Planned Parenthood's education programs.



This year's parties begin May 15th and will run through the end of July. Join us for 21 fabulous parties in incredible homes; a summer outing in Castlewood Canyon, a tour of a historic mansion, a carnival for kids, green tea martinis and sushi at the new Pura Vida Fitness & Spa, a politically incorrect evening of whiskey and cigars (men only), a sneak peak at our new Flagship building, jazz music, art collections, opulent sit down dinners and much more.

For additional information, please call 303.813.7640.