

PLANNED PARENTHOOD OF THE ROCKY MOUNTAINS



ACCESS

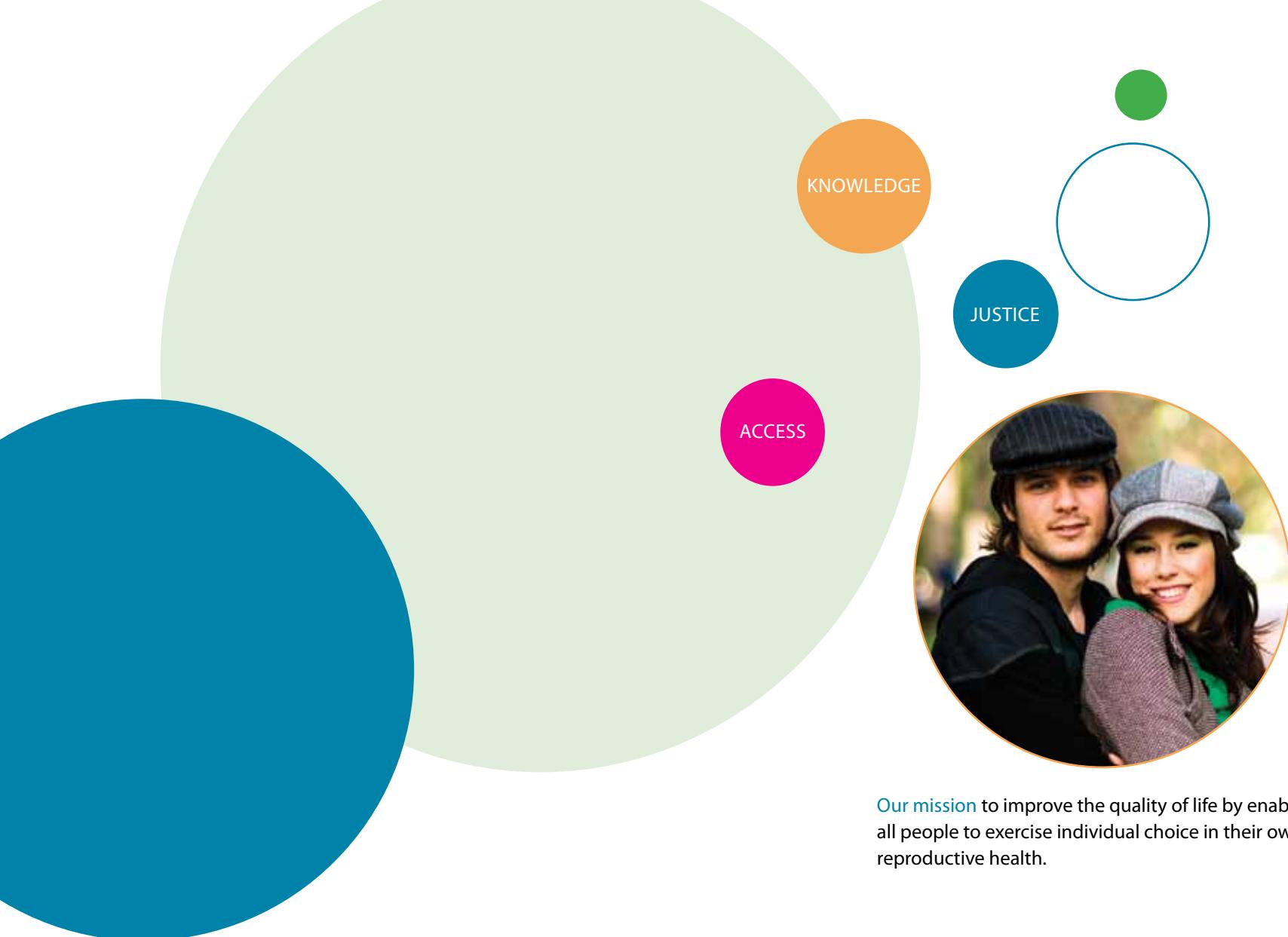


KNOWLEDGE



JUSTICE

ANNUAL REPORT 2009



A MESSAGE FROM OUR PRESIDENT/CEO AND BOARD CHAIR

It is said that change is the only constant in life. There is no doubt that the nation's recent economic woes influenced people's daily lives, including their decisions about health care. A 2009 Guttmacher Institute report showed that women's contraceptive use and childbearing decisions have been affected by the recession. The report revealed that nearly one in four women delayed a gynecological or contraceptive visit because of financial concerns. And many women reported difficulty in paying for contraception, sometimes resulting in switching to a less expensive method or forgoing contraception altogether.

Planned Parenthood was here for those women. Historically a crucial access point for thousands of women and men across our four-state region, this past year was no different and perhaps more important than ever before. Building healthy communities, families, and lives is what we do. This steadfast mindset is resilient to economic pressure thanks to our supporters. It is your compassion and empathy that compels you to support Planned Parenthood. It is you who enable PPRM to make a difference in the many lives of those who need us. For the woman who is struggling to buy groceries for her family and also pay for contraception, we are here. For the individual who is afraid

or too embarrassed to talk to anyone else, we are here. For every person, family, and community – Planned Parenthood is here.

What's so wonderful about our accessibility is that we give women and men the most powerful tool that will keep them healthy – medically accurate information. Whether in the classrooms where our educators teach or in our health centers where our trained medical professionals provide expert care – every day we give people the information they need to make responsible choices.

Our clients are our mission. This is why we strive to protect women's health and safety by advocating for reproductive health care rights. In FY09,* Planned Parenthood of the Rocky Mountains led the fight to defeat Amendment 48 in Colorado, which would have inserted the government into the personal, private health care decisions that women and their families make every single day. Coloradans defeated this measure by a 3-to-1 margin with 73 percent or 1.7 million voters overwhelmingly rejecting it in every Colorado county.

We look forward to the year in front of us with great optimism while expecting the unexpected. Yet 2009 will not go unforgotten, for it was a year we welcomed new clients and



PPRM welcomed Juli Lapin as Board Chair in fiscal year 2010.

expanded health care services, while weathering the economic storm together. We reached nearly 19,000 people through our education programs – equipping them with lifelong skills that will keep them healthy. We celebrated legislative wins and vowed to keep fighting for legislation that is good for women and their families.

Thank you for being there with us, so we could be there for others.




Vicki Cowart
President and CEO


Charles Von Thun
Chair, Board of Trustees

*PPRM'S fiscal year runs Oct. 1 to Sept. 30.

CLINICAL SERVICES

For 94 years, Planned Parenthood has been the most trusted name in reproductive health.

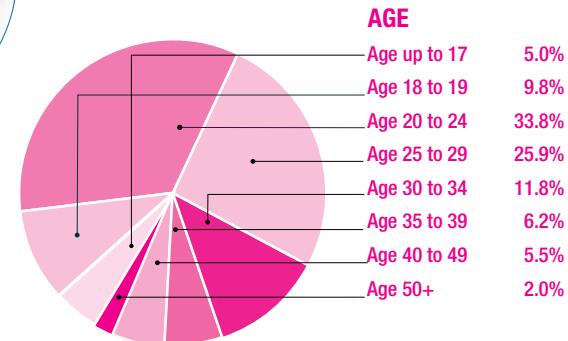
In 2009 more than 123,000 women, men, and young adults visited our 29 health centers throughout Colorado, Wyoming, Southern Nevada, and New Mexico.

From our broad range of comprehensive reproductive health care services to basic primary care – we are here for every person and every family – building healthy communities in the regions we serve. Clients value the high quality, personalized care we offer and know they can come to us without bias or judgment.

Our clients represent those who are most in need of affordable health care. Eighty-three percent do not use any form of insurance (including Medicaid) and 28 percent fall at or below the federal guidelines for poverty. Whenever possible, we meet the needs of our clients with grant-funded subsidies or sliding scale fee services. In 2009, 12,340 clients received services based on a sliding scale fee.



ACCESS



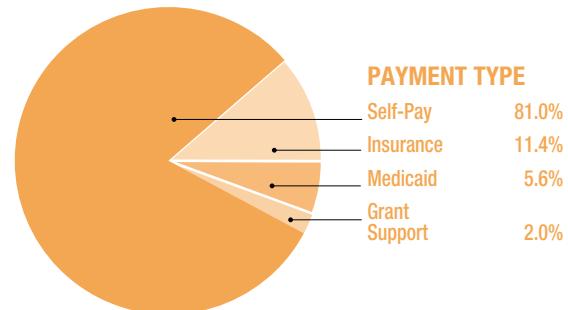
CLIENTS SERVED: 123,148
FEMALE: 93% MALE: 7%
HEALTH CENTER VISITS: 282,093

Forty one percent of our clients were seeking services for the first time.

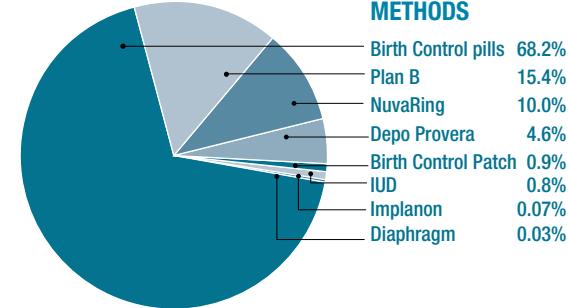
The overwhelming majority of Planned Parenthood services focus on prevention.

In 2009, PPRM clients received:

- 345,411 methods of birth control
- 51,729 STD tests
- 25,595 HOPE visits (birth control without an exam)
- 17,455 annual exams and screening for breast and cervical cancer
- 15,841 pregnancy tests
- 11,359 HIV tests
- 9,794 abortions (5,742 in-clinic and 4,052 abortion pill)
- 8,735 condoms
- 1,687* HPV vaccinations



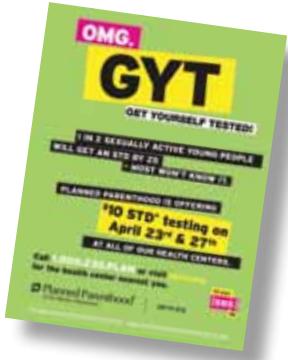
BIRTH CONTROL METHODS



*Total number of clients, seeking series of three injections.

EXCELLENCE IN CLINICAL RESEARCH

PPRM's clinical research program has received national recognition for its contributions to the field of reproductive health. Last year we completed involvement in two phases of an emergency contraception study aimed at bringing a new emergency contraceptive to the U.S. market. Both studies looked at the safety and efficacy of a new form of EC. The studies were a success and as a result the drug is moving forward for official approval by the Food and Drug Administration. We also continued our involvement in a research study evaluating diagnostic testing for chlamydia, gonorrhea, and herpes.



OMG. GYT: GET YOURSELF TESTED

PPRM partnered with Planned Parenthood Federation of America, the Kaiser Family Foundation, and MTV to launch the national GYT: Get Yourself Tested campaign. Responding to the fact that one in two sexually active young people will get a sexually transmitted disease by age 25 – and most won't know it – the GYT campaign created a social movement and heightened awareness about STD testing. The monthlong campaign featured two \$5 STD testing days at all PPRM health centers. More than 1,400 clients took advantage of this promotion, 32 percent of whom were new to Planned Parenthood.

PREGNATAL PLUS PROGRAM

Helping Expectant Mothers

Last year, 402 clients received prenatal care through our Prenatal Plus Program at Rose Medical Center in Denver. This program provides safe, complete, holistic, and quality maternity care to help women and their families have healthy pregnancies in an environment that is supportive and accepting.



In 2009, our Clinical Services department:

- Opened a beautiful, renovated state-of-the-art health center in Las Vegas to meet growing client demand.
- Provided 2,010 women across Colorado with free life-saving breast and cervical cancer screenings through the Women's Wellness Connection.
- Expanded the HPV vaccine, *Gardasil*, to all PPRM health centers. *Gardasil* protects against cervical cancer and genital warts.
- Provided financial assistance to 3,150 women seeking abortion care through the Justice Fund, exclusively available for women who live at or below 100 percent of the federal poverty level and who do not have insurance.

EDUCATION AND PROFESSIONAL TRAINING

Each year, PPRM equips thousands of teens and adults for lifelong sexual health and responsibility skills.



Last year PPRM's team of professional educators reached nearly 19,000 people providing them with the powerful tool of medically accurate information. Since the department's inception in 1984, PPRM has provided people of all ages with the information they need to be healthy and make responsible decisions.

Nearly 750,000 teens become pregnant every year in the United States, a number that is unacceptably high. According to the Centers for Disease Control and Prevention, at least one in four teenage girls has a STD. It is estimated that nearly 19 million new cases of STDs occur each year, and that by the age of 25, one in two sexually active young people will contract a STD.

When it comes to preventing unintended pregnancies and keeping our teens healthy and safe, hiding our heads in the sand is not a sound strategy. Our young people need education and support that comes from comprehensive, medically accurate, age-appropriate sex education. Studies show that comprehensive sex education programs are effective in reducing teen pregnancy and STD rates. This is why all our education programs focus on increasing basic sexual health knowledge and increasing skills, behavioral intentions, and positive attitudes about how to delay sexual intercourse throughout adolescence and how to prevent unintended pregnancies and STDs.

"I think if everybody had this class, there would be a lot less teen pregnancy."

— Armando, 17
Speakers Bureau



EDUCATION 2009 HIGHLIGHTS

Speaker's Bureau

Total participants: 16,186

This short-term program presents age-appropriate, medically accurate information on a wide variety of topics ranging from birth control to refusal skills to puberty. Presentations are offered individually or as a workshop series for all ages starting with upper elementary youth.

KNOWLEDGE

Growing Up Smart

Total participants: 255

This long-term programming delivers evidence-based curriculum proven effective for middle school students. The program focuses on sexual health knowledge and increasing skills, behavioral intentions, and positive attitudes about how to delay sexual intercourse throughout adolescence.



Personal Responsibility Education Program

Total participants: 1,590

This long-term programming delivers evidence-based curriculum proven effective for high school youth. It has been proven to increase condom use among sexually active teens.

Dollar-A-Day

Total participants: 97

This 32-week program provides high-risk young women in high school who are vulnerable to unplanned pregnancy with the knowledge, skills, support, and mentorship to make responsible choices about sex and other aspects of life. Many participants attend this program for multiple years, beginning in their freshman years of high school.

Project Prevention

Total participants: 224

The goal of this program is to prevent pregnancy and the spread of STDs, including HIV, among high-risk teens and people with disabilities. Project Prevention participants range in age from 21 and under.

Total number of education participants: 18,352

"Today's experience made me reflect on some choices I've made in the past, some that at the time I didn't think much about. But now, as I look back, I know I could have been WAY more responsible. I've decided that in the future I want to be able to look back and laugh, not feel regretful."

– Ashley, middle school, Speakers Bureau

In 2009, our Professional Training department:

- Delivered more than 700 hours of skill building programs to 387 participants – including PPRM staff and community partners.
- Introduced *Entre Idiomas*, the Spanish Interpreters Role at PPRM, designed for Spanish speaking health center staff who offer translation services during client visits.

Education photos by Jim Havey.

ADVOCACY

Planned Parenthood of the Rocky Mountains is a powerful force for progressive public policy at every level of government.



Our unique voice, informed by decades of experience as a provider of community-based health care services, education, and training, makes us a strong and respected advocate. PPRM promotes reproductive rights and healthy sexuality by advising on policy matters, educating decisionmakers, building coalitions and mobilizing activists.

ADVOCACY 2009 HIGHLIGHTS

COLORADO

Amendment 48, "Definition of Person," Defeated

PPRM spearheaded a broad-based, non-partisan coalition to defeat Amendment 48, which by granting fertilized eggs full legal and constitutional rights would have outlawed abortion and many forms of birth control. Coloradans were the first voters in the country to consider the proposed amendment and voters rejected it by a 3-to-1 margin. PPRM engaged 400 activists and reached 75,000 Colorado voters through statewide phone banks, door-to-door, canvasses, sidewalk petitioning, visibility events, letter writing campaigns, and online social media.

Legislative & Regulatory Accomplishments

With the leadership of pro-choice champions Sen. Betty Boyd and Rep. Anne McGihon, PPRM led the effort to pass Senate Bill 225, commonly known as the Birth Control Protection Act. Signed into law by Gov. Bill Ritter on April 16, 2009, the BCPA defines contraceptives or



contraception as any medically acceptable drug, device, or procedure used to prevent pregnancy and thereby making a clear distinction between contraception and abortion.

In addition, we successfully lobbied for a law that would require coverage for preventive health care to include reproductive health care like cervical cancer screenings. Our Public Affairs team also raised awareness among our supporters and policymakers about the discriminatory practice of charging women higher premiums for health insurance in the individual market without solid actuarial grounds.

WYOMING

PPRM played a key role in defeating three anti-choice legislative initiatives during the 2009 Wyoming legislative session, including biased counseling, fetal homicide provisions, and burdensome reporting requirements for providers of abortion services.

NEW MEXICO

State Sen. William Sharer, introduced a parental notification bill that, would have required the notification of a parent before a minor could obtain an abortion. PPRM actively opposed this bill. We mobilized our activists in northwest New Mexico to lobby state policymakers. The bill was not given a hearing.

NEVADA

Through Nevada Advocates for Planned Parenthood Affiliates, we introduced a bill to require the Nevada Department of Health and Human Services to apply for a Medicaid Family Planning Waiver to provide services to women



who live between 133 and 250 percent of the federal poverty level. The Nevada legislature issued a letter of intent to rally for the waiver.

NATIONAL CAMPAIGNS

Health Care Reform

Throughout our region, PPRM led the effort to garner support for national health care reform championed by newly elected President Obama. We invited activists to attend congressional town hall meetings with us, submitted letters to the editor, hosted



"I enjoyed being able to actually see and speak to my own senator today – and it was great to go with a group because I would have been nervous to go alone. This was a really, really cool event! I didn't realize how easy it is to go talk to my legislators. This day makes me want to lobby for more issues in the future!"

- Anonymous activist who attended Pro-Choice Lobby Day at the Colorado State Capitol

phone banks, and engaged in lobbying efforts to ensure comprehensive reproductive health care services would not be restricted by health care reform efforts.



PLANNED PARENTHOOD VOTES COLORADO

(Formerly known as the PPRM Action Fund or PPRMAF.)

HIGHLIGHTS

The Presidential election of 2008 brought hope to millions of people across the country who support pro-choice policies and leadership. The political advocacy arm of PPRM, at the time named PPRMAF, was proud to be part of that success.

In the months leading up to the 2008 Election, PPRMAF:

- Identified more than 10,000 pro-choice voters in Colorado in Planned Parenthood's nationwide One Million Strong campaign, contributing to elections of pro-choice legislators in each of Colorado's federal races and the defeat of Amendment 48.
- Recruited and trained a team of 80 activists whose presence at the Democratic National Convention in Denver was tremendously influential.
- Endorsed 37 candidates for the Colorado Legislature and conducted voter outreach. Voters elected 30 of these 37 candidates.

PPRMAF has always been a leading pro-choice political entity, and the victories of the 2008 election enhanced our influence. The investment in sustained political and public policy efforts has improved our community standing as the newly branded 501 (c) (4) organization, Planned Parenthood Votes Colorado.

PPVC's Board of Trustees adopted a strategic vision for PPVC: to promote pro-choice and pro-family planning policies, to advocate for unrestricted access to reproductive health care services and comprehensive sex education, and to serve as a trusted resource for candidates and elected officials on these issues.

In addition, PPVC's leadership developed tiered guidelines for candidate ratings and endorsements to reflect our nuanced political environment. PPVC also launched Voices for Choice, our Small Donor Committee, in August 2009. A Small Donor Committee limits how much individuals can contribute (\$50) within a

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calendar year. The cumulative contributions of pro-choice supporters will enable Voices for Choice to make gifts directly to select candidates vetted to be 100 percent pro-choice by PPVC, regardless of political affiliation. Voices for Choice will be an important vehicle for PPVC to maximize our political impact in electing officials who understand the importance of protecting access to complete reproductive health care.

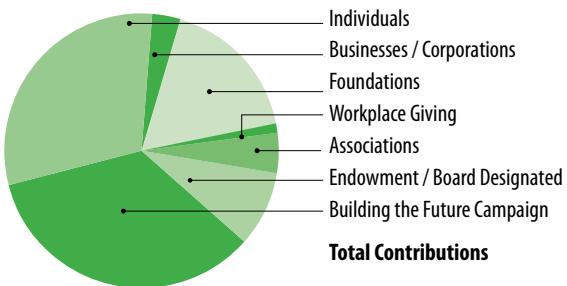
Last year our activist list grew by 7,607 people for a total of 21,193 active supporters in our database. Join the Planned Parenthood Action Network by visiting pprm.org, and we'll update you on policy developments and alert you when you when it is time to contact your legislators on upcoming votes.

This portion of the Annual Report is paid for by PPVC.

SUMMARY OF FINANCIAL ACTIVITIES

SUMMARY OF FINANCIAL ACTIVITIES FOR THE YEAR ENDING SEPT. 30, 2009

CONTRIBUTIONS

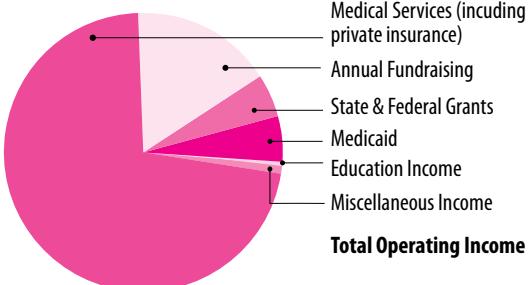


\$2,293,617 30.5%
 \$238,482 3.2%
 \$1,301,736 17.3%
 \$72,823 1.0%
 \$353,687 4.7%
 \$668,805 8.9%
 \$2,600,158 34.4%
Total Contributions **\$7,529,308** **100%**



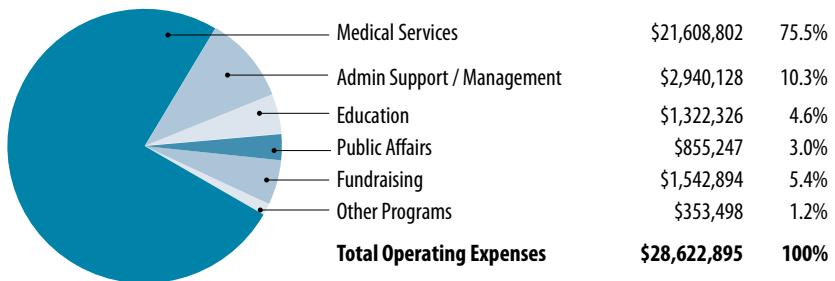
Male clients seeking our services increased 16 percent from 2008 to 2009.

TOTAL OPERATING INCOME



\$20,001,384 71.9%
 \$4,565,896 16.4%
 \$1,402,124 5.0%
 \$1,514,520 5.4%
 \$56,646 0.2%
 \$271,118 1.0%
Total Operating Income **\$27,811,688** **99.9%**

OPERATING EXPENSES





PPRM's Board of Trustees, staff, volunteers, and clients are grateful for our partnership with the Gay & Lesbian Fund for Colorado. The Gay & Lesbian Fund for Colorado was founded in 1996 with a goal of financially supporting

nonprofit organizations that enhance the quality of life in Colorado, and promoting equality for all people. The organization's thoughtful support for nonprofit organizations has a direct and sustained impact on the lives and health of Colorado's citizens. The organization's influence has increased the cultural competence of PPRM and many other organizations by challenging us to think and act in an inclusive and culturally competent way.

Since 1998, the Gay & Lesbian Fund for Colorado has been a strong supporter and partner of Planned Parenthood. They have invested in the expansion of our grassroots organizing efforts in southern Colorado, resulting in lessons we incorporate into our advocacy work across the entire state. The Gay & Lesbian Fund has sponsored PPRM's Religious Roots community discussion and Smart Love event in support of comprehensive sex education. Simultaneously, the Gay & Lesbian Fund has worked in partnership with PPRM to support our general operations with challenge grants, leveraging the energy and passion surrounding the dual issues of equality for all and reproductive health care access. We are inspired by their commitment to excellence, innovative approaches, and challenge to help us become a truly inclusive organization. Our organizations share the belief that fair and equal treatment benefits everyone. We thank the Gay & Lesbian Fund for Colorado for their partnership and for their commitment to improving the quality of life for all people in Colorado!

HOW YOU CAN HELP

PPRM is a non-profit organization, and client fees and grant support cover only a portion of the costs of our clinical services, education and training programs, and advocacy efforts. To sustain our work, we rely on a large network of friends who support us financially and in other ways.

WE WELCOME:

- Cash, check, or credit card donations of any amount.
- Online donations made through a secure credit card transaction at pprm.org.
- Donations in memory or in honor of a relative, friend, or colleague.
- Donations of stock, bonds, real estate, or other property.
- Planned gifts, including gifts that return lifetime income and offer other tax benefits.
- New or existing life insurance policies naming PPRM as a beneficiary.

- Corporate matching gifts.
- Foundation and corporate grants.
- Bequests of cash, securities, or property.

If you have questions, or would like additional information, please contact our Development team at 303.321.7526 or send an e-mail to info.development@pprm.org.

KEEPING YOUR GIFT LOCAL

You may have received solicitations in the mail from the Planned Parenthood Federation of America. This is the national umbrella organization for all Planned Parenthood affiliates. Their work is invaluable on the national scale. If, however, you wish to ensure that your gift will go to providing support for the programs and services in the community you live, please make your donation to PPRM (and mark the "Local" box on any online donations made through pprm.org).

BOARD OF TRUSTEES 2008 – 2009

Chair – Charles Von Thun

Vice Chair – Katherine Pease

Secretary – Buzz Victor

Treasurer – Juli Lapin

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Nea Brown

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Gerd Peters

James Pribyl

Andrew Ross

Lewis Sapiro

Kathy Seidel

Christine Soto

Leslie Stratton

Ann Swanson

Caryn Tyre

Robert Tyre

Vickie Wilson

Bill Yeates



VOLUNTEERING FOR PPRM

In 2009, 477 volunteers contributed 17,694 hours, representing a \$358,302 cost savings to our agency. PPRM's Volunteer department received an Affiliates Excellence Award for Volunteer Excellence, a top PPFA honor.

For their daily commitment, accomplishments and kindnesses, we salute and honor our staff of 360 women and men who are the heart and soul of our organization and our movement. Seventeen percent of PPRM's current staff began their careers as volunteers.

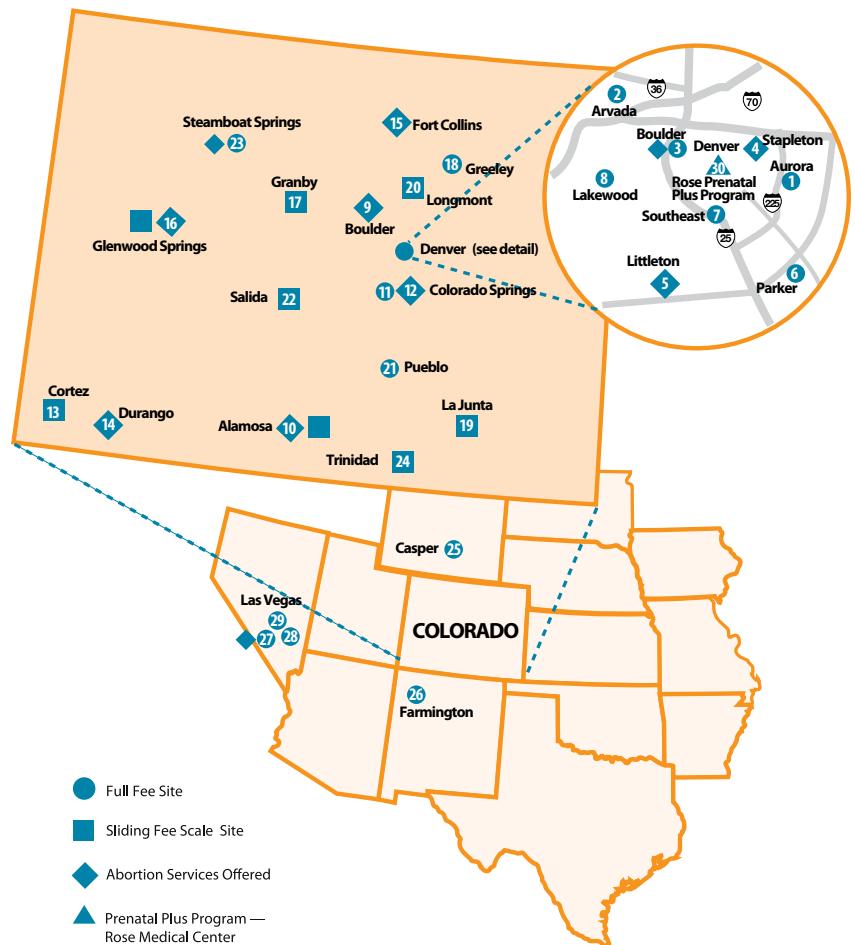
"As a volunteer for the Marketing department, I truly feel like I am part of the PPRM community. I have had the opportunity to participate in outreach events, research birth control prices, men's services, women's health referrals, design flyers, and a number of other projects. My experience here has been not only inspiring, but it is also strongly motivating."

— Ashley



Our team of outreach volunteers contributed over 2,100 hours, representing PPRM at 54 events in the Metro Denver and Boulder region. Volunteers distributed more than 34,000 condoms and more than 35,000 coupons, educating the public about PPRM's education and advocacy work and health care services.

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



Visit us on our website, pprm.org,
and join our network of more than
2,000 online supporters via our blog,
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Our blog: theactivist-pprm



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