

Donor Spotlight

An Interview with Loyal Supporter and Community Member, Merle Chambers



Merle, what initially prompted your support of Planned Parenthood of the Rocky Mountains?

I have a personal history with Planned Parenthood and a belief that PPRM does very good, important work. When I was a young person in a new city, I needed birth control and knew I could get it at Planned Parenthood. I was treated well and got the care I needed.

As long as I can remember I have been a supporter of birth control, abortion rights, and health care access. Planned Parenthood is responsible for these things. When it was time for me to start giving, PPRM was just there on my list.

My recent commitment (see Chambers Challenge next page) was inspired by the fact that PPRM is not simply birth control and abortion care - it is a broad array of health care, and you do it well. I appreciate that PPRM is innovative and always looking for new ways to do things. You pay attention to the current environment and respond. For example, years ago I was involved in planning for PPRM to have its own birth control company. That was a smart thing to do at the time.

So much of what you do matters to me, including the advocacy work. It is important to stand up and talk about it. You're an educational organization - you don't just provide health care, you talk about reproductive health care, you are present for it, and you listen to your community. PPRM is a broad, holistic organization. I am completely open about what I support and think it's important to stand up and talk about it so that others know it is OK to do this. Supporting or providing reproductive health care shouldn't be taboo.

How does the state of our country's political environment influence your charitable support?

I am taking a longer view and thinking about process - how do we make sure we stay on top of who is elected? I am specifically focusing more on the importance of state laws and legislatures. Now that we have a heavily conservative Supreme Court, *Roe v. Wade* is threatened. We need to make sure we protect reproductive rights at the state level. Many of us missed the importance of that in the past.

Why is giving back to your community important to you?

I don't feel I am giving back; I feel I am being part of my community. I want to be engaged as part of the community on a human level, philanthropically, and through advocacy. We are connected to one another. I see the people who are not being helped and they are human just like me.

What's one thing you wish people knew about PPRM?

How mainstream you are and how mainstream abortion care is. And, as I said earlier, how broad your services are. Yes, you provide abortion care, but you also provide STI testing and treatment, breast health, cancer and other health screening, referrals, and more. I also like that you are clear that if a person does not have the money for their care that you will help.

What's the biggest challenge PP faces and how can the community help?

Of course, PPRM faces many challenges. I remember years ago some saying, "The opponents are going after contraception, too" and I did not believe it. It is important that PPRM does a smart job of telling your story - that stands out to me - telling it so people really hear it, remember it, and are not afraid.

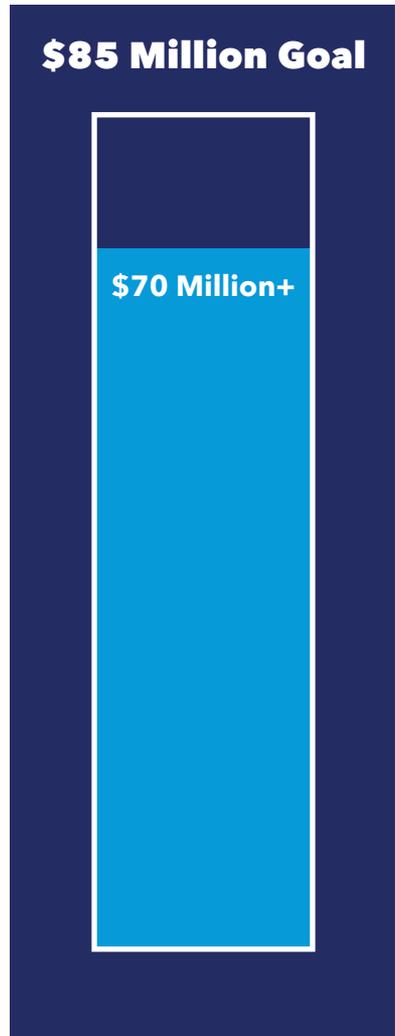
I am grateful for the work you do and honored that you asked me about it. That goes back to being part of a community. I can't do the work you do, but I can help by supporting you.

Closing in on the Goal

A year ago, PPRM publicly launched the Shaping our Second Century campaign, a comprehensive effort to raise \$85 million in support of our current operations and our long-term sustainability. At the public launch, we announced we were well on our way toward our goal and we are excited to report today that we now have commitments totaling more than \$70 million.

Contributions from our 25,000 loyal donors are ensuring that our doors stay open and that our future is bright. To date, you have helped create:

- a fully renovated health center in Fort Collins, Colorado
- our first endowed and named nurse practitioner, Jamie Lindahl, is the Susan and Larry Marx Distinguished Clinician; additional donors have committed \$1,570,000 to other endowments to support the heart of our care – our clinicians
- a Patient Assistance Endowment of nearly \$4 million to assure PPRM can keep its promise to never turn a patient away due to lack of ability to pay
- the establishment of a Virtual Care Center, allowing patients to receive high-quality care that meets them wherever they are
- an Education Endowment, currently at \$715,000, and a Public Affairs Endowment of \$530,000 to ensure these programs will continue even in lean times
- and we're making plans to build a reimagined health center in Albuquerque, New Mexico.



The Chambers Challenge for Endowment

Every day, people come to Planned Parenthood for the full range of sexual and reproductive health care and education. Despite our low cost for care, some patients do not have enough resources to cover their services.

Former PPRM Board member and community leader Merle Chambers (see page 1) admires PPRM's work for many reasons, including the central tenet that if a person does not have the money for their care, PPRM will help. Merle, through her Chambers Initiative, challenged donors to give in support of patient assistance and matched \$200,000 in gifts to help patients during a very difficult year. Merle is now looking to the future and has established a second Chambers Challenge - this time to build the endowment for patient assistance.

Merle wants to ensure that all patients who demonstrate economic distress are able to receive the health care that they need without compromising their ability to meet other crucial needs like housing, transportation, food, and childcare. Your gift to the Chambers Endowment Challenge can help reduce financial barriers for our patients who are underinsured, and empower them to make the best health care choices for themselves.

The Chambers Endowment Challenge is a unique 1:1 matching opportunity to raise critical endowment funds, providing patient assistance in perpetuity.

By investing in an endowment, you help provide a sustainable and reliable source of income for PPRM. Each year, the distributions from your gift will help ensure patients are able to access the reproductive health care that they need. Contact info.development@pprm.org if you'd like to learn more.

Why Endowment?

PPRM has always relied on the support of generous individuals. Founded by private citizens more than a century ago, the community has always been essential in supporting PPRM and ensuring its service are available for all individuals. Today, as a growing number of individuals and foundations are investing in PPRM, we are focused on growing our endowment to ensure our continued and durable community presence.

Endowment donors are our partners in the future of affordable, accessible sexual and reproductive health care by creating a permanent fund with the primary purpose of ensuring the long-term financial health of PPRM and our patients. The endowment reflects the donor's personal values and commitment to the worth of PPRM in our communities. This partnership helps us provide access to care that saves lives and changes lives; enrich educational opportunities to the most vulnerable youth populations, and advance policies and legislation that protect and expand people's rights to these fundamental services.

Shaping Our Second Century Opportunities

Invest in Health Care Facilities and Infrastructure

We will provide a high-quality health care experience for our patients by renovating multiple health centers across our region.

Nurse Practitioner Endowment

Nurse practitioners are the lifeblood of our health care. Endowment in support of these advanced clinicians helps us attract and retain a talented and committed staff to care for our patients.

Patient Assistance Fund Endowment

We're committed to delivering high-quality health care to every person who passes through our doors, no matter their income or ability to pay.

Public Affairs Endowment

Our advocacy promotes policy initiatives that protect reproductive rights; an endowment allows us to safeguard our health care delivery and education programming.

Responsible Sex Education Institute Endowment

An endowment will ensure youth receive age-appropriate, comprehensive sex education critical to making informed and healthy choices.

Innovation Center

An innovation center will allow us to make promising ideas a reality and to stay competitive in an ever-changing health care environment.



Jamie Lindahl, the Susan and Larry Marx Distinguished Clinician

SHAPING OUR SECOND CENTURY

No Matter What

Maria is a mother, fiercely devoted to her family, friends, and community - and she's a dreamer. She recently sought care at PPRM, and her story is familiar: had she not received timely, compassionate care, the trajectory of her life could have changed significantly. Maria contracted Coronavirus in June and simultaneously found out that she was pregnant. Weighing the current factors in her life - her financial situation, Covid, and her kids - she decided she wanted an abortion.

Despite many phone calls, she wasn't able to find a provider who would see her until after 2 weeks of quarantine. She turned to PPRM. Through PPRM's Virtual Care Center, she was able to receive a medication abortion. She talked with a provider, picked up her medication, and accessed abortion care from the comfort of her home. Maria has two kids, no health insurance, and works 50 hours a week. She dreams big for her children and her future. And, because she was able to access high-quality reproductive health care, her future is her own.

Patients don't disappear during difficult times; in fact, they multiply. Our community needs us now more than ever. The pandemic has weighed heavily on those who rely on our care. Every day, patients like Maria are making impossible choices between rent, health care, mental health, childcare, and food.

The COVID-19 crisis has reshaped our societal norms regarding reproductive health, childcare, fertility, primary care, and countless other issues. Two of PPRM's clinical experts, Medical Director Dr. Kristina Tocce, and the Susan and Larry Marx Distinguished Clinician, Jamie Lindahl, have witnessed our patients' experiences during the pandemic firsthand. The challenges around reproductive and sexual health are rooted in challenges associated with geography, access, and insurance—challenges that have been exacerbated in the last 9 months.

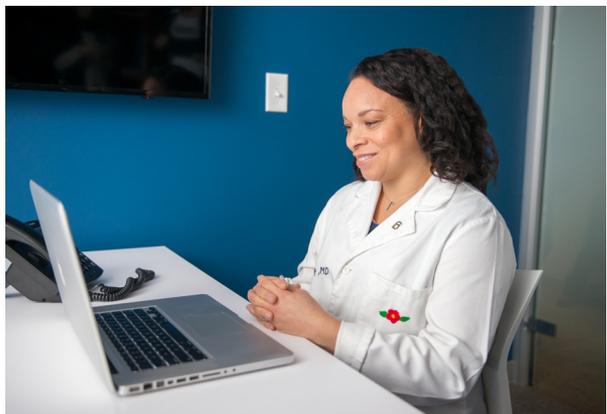
Providing Care During a Pandemic

Our doors have proudly remained open throughout the pandemic. Our patients are resilient, and we've seen an increased volume in patients traveling to us from outside our region due to a lack of access in surrounding states. While family planning visits temporarily declined during the past six months, abortion visits increased. The pandemic provided our team the opportunity to double down on serving patients with their best interests in mind and meet them where they are.

PPRM opened our Virtual Care Center in 2019 with an array of telehealth offerings, and our clinical and administrative teams pivoted to rapidly expand and adjust services - virtually or in person.

The impacts of the pandemic are widespread and have truly changed the social and economic realities of our lives. PPRM operates in a four-state region: Colorado, New Mexico, Southern Nevada, and Wyoming. Each of the four states in which

we operate have unique environments and policies, yet our Rocky Mountain region serves as a safe haven for access to reproductive health care for local patients and for those who travel hundreds of miles to seek safe, compassionate care.



While we know the pandemic will have far-reaching impacts on our patients and the health care system, we also know that PPRM is uniquely positioned and well-prepared to provide our patients with compassionate, high-quality care. Protecting individuals' ability to make choices about their own health care is paramount to our mission. We're here, despite the pandemic, no matter what.

Dramatic Changes During a Critical Election Year

Due to drastic changes caused by the pandemic, the PPRM Public Affairs teams alongside PP Votes Colorado, PP Votes New Mexico, and PP Votes Nevada, had to quickly adjust tactics to hit key legislative and voter education goals, meet deliverables, and simultaneously support our staff through this unprecedented and challenging time. The pandemic forced the teams to shift all advocacy and voter-related events to a virtual format. Gone (for now) are the days of one-on-one conversations, in-person outreach events, and door-to-door canvassing. This flexible team re-engineered strategies for the “new normal,” and effectively reached advocates, activists, and voters where they were.

Southern Nevada

Since the early days of the pandemic, organizers in Southern Nevada have jumped in to help the communities that rely on PPRM for health care. Organizers and staff have been caring for our communities and working in partnership with experts to focus on the promotion of health equity, specifically focusing on disparities in health care that Black, Indigenous, and people of color (BIPOC) experience, with the ultimate goal of closing this gap to become a more equitable and inclusive organization.

The U.S. Census count is extremely important to the many diverse communities in Nevada. Census outreach began in February and ran strong through October. In the final push to ensure all communities were counted, we distributed census literature at five college campuses across the state, and at the Broadacres Swap Meet in Las Vegas where the majority of attendees are Latinx. Staff distributed 600 door hangers explaining the importance of the census and how to complete it, in both English and Spanish.

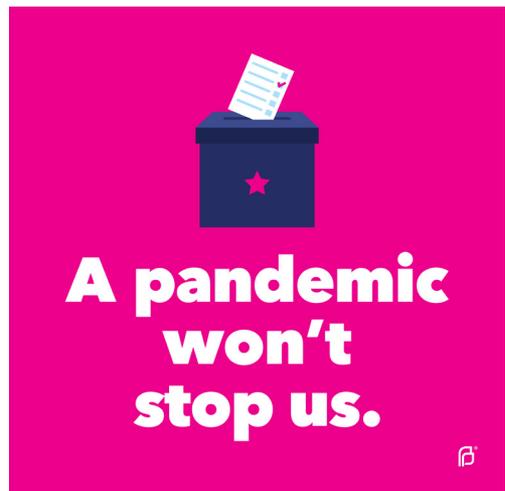
In June, Nevadans participated in the first ever mail-in Primary Election. This was a big culture shift for Nevadans, so the team focused heavily on voter education about the security of mail-in voting by making 6,278 phone calls and sending 6,674 text messages to supporters. The team employed similar tactics to support voters in the November election, with a focus on phone-banking and relational organizing, in which individuals harness their personal relationships to educate and influence change.

New Mexico

The New Mexico Public Affairs staff quickly adapted and transitioned field plans to a virtual environment, maintaining the momentum of organizing efforts. The team continued to connect with supporters and the larger community by hosting virtual phone banks and online meetings with college students at the University of New Mexico and New Mexico State University, and producing videos to keep supporters engaged in our work.

Earlier in the year, Public Affairs staff in New Mexico worked to help pass the Pregnant Worker Accommodation Bill (HB25), which allows a pregnant person to ask for reasonable work accommodations.

Leading up to the June Primary Election, the NM Public Affairs team worked hard to get out the vote, while adhering to public health guidelines. They focused heavily on encouraging absentee voting and socially distanced voting at early voting locations, resulting in 79% percent of Planned Parenthood supporters making their voice heard on the critical issues that impact New Mexico.



Colorado

Early in the year, the Colorado team acknowledged the fear and uncertainty of these unprecedented times and took extra steps to connect with volunteers and activists. They held virtual briefings with elected officials to update supporters and ensure constituents that safety and stability remained a priority during the pandemic. Despite adjusting to a virtual world and the attacks on reproductive health care across the nation, the work continued. The team prioritized an educational campaign about abortion later in pregnancy and partnered with the ACLU of Colorado to co-host their annual Reproductive Rights Roadshow virtually, engaging supporters all across the state.

Get Out the Vote (GOTV) was a big focus of Public Affairs' work this year. The team ran several GOTV voter education appeals. PPRM mailed to more than 280,000 constituents in a campaign to both survey and educate voters. In addition to this and other critical election work, the team is working to increase the number of available medication abortion prescription options, expanding access and affordability of medication abortions.

New Approaches in Education

The work of our Responsible Sex Education Institute (RSEI) has truly taken a new approach in 2020. When schools closed in March, we were unable to continue providing in-person education. The Sexual Health Educator Program (SHEP) evolved quickly in our COVID environment to become an even more critical function across our entire four-state region, ensuring that youth-serving professionals could continue to receive the necessary training and skill development they need to teach comprehensive sex education, even in a remote environment. SHEP has fully transitioned to virtual offerings which include live virtual professional training, monthly webinars, and blogs written by our RSEI staff. SHEP trained 541 professionals and 318 individuals attended our monthly webinars in fiscal year 2020.

Our youth-facing programs had to pivot quickly as well due to our new reality. We offer multiple options for virtual learning including recorded lessons, self-guided learning modules, and the option for educators to join a live virtual classroom. Although a great deal of work, it was extremely important to staff that students and teachers had a variety of options to integrate sex education into the classroom or at-home learning. Our self-guided, asynchronous lessons are engaging, beautiful, and fun.

Our In Case You're Curious (ICYC) program continues to flourish. The ICYC Instagram page grew to almost 3,000 followers this year. See what all the excitement is about by following us on Instagram @incaseyourecurious. Additionally, the RSEI team completed a beautiful parent workbook that brings together readings, activities, and resources that will help parents and guardians begin or improve communication about sex, sexual health, and sexuality with their child(ren).

It's been a little over two years since we officially established our newly named, Native Community Health Network. This past year, we started a virtual Native Mamas talking circle to support caregivers during COVID and beyond. This coming year our goal is to engage native communities by adding an auntie talking circle and one for Brothers, Uncles and Dads (BUD). These circles not only provide the opportunity to learn about different sexual health topics and resources, but also provide a space for connection and sharing about issues affecting native communities.

Our Promotores de Salud program staff have been busy adapting our platicas (community conversations) to the virtual world to continue work in Las Vegas. Our promotores had over 340 one-on-one conversations to facilitate connection to care and resources for Latinx communities, while providing direct sex education to youth through community partner organizations.

HIV Prevention Programs (HIV-P) continue providing virtual support meetings, education, outreach, and are preparing to welcome small groups back into our spaces following all state, federal and agency guidelines. We continue to offer HIV testing at our health centers with extra safety measures in place. Additionally our HIV-P staff have been instrumental in creating Gender Affirming Care trainings for staff, ensuring we are treating all patients with the most thoughtful care.

Fundraising Events 2020

Although the pandemic forced us to postpone two important events this year, we still held a number of successful gatherings, both in-person and virtually!



Micaela Lara Cadena

Toast of the Town

On February 5 we gathered at the Eldorado Hotel & Spa in Santa Fe to discuss the critical election year ahead for Planned Parenthood Votes New Mexico (PPVNM). Attendees honored Walk the Talk awardee and reproductive health champion, State Representative Micaela Lara Cadena, and gave more than \$28,000 to support PPVNM's critical work.

Breakfast of Champions

The very next day, over 600 dedicated friends were up early to support the important work of Planned Parenthood in New Mexico (PPNM). We heard from inspirational journalist and author Laura Ling, and celebrated our Changing Lives Award Honoree, PPNM Nurse Practitioner Vivianne Clark. PPNM's donors gave over \$132,000 in support of health care and programming in New Mexico.



*Laura Ling and Vicki Cowart,
PPRM President & CEO*



Alexis McGill Johnson

The Rosé Resistance - Colorado

On June 7 we held our first virtual event for Planned Parenthood Votes Colorado (PPVC), The Rosé Resistance. Originally scheduled to be held at a local winery, our supportive community rallied to make this a success, raising \$18,000 for political work across the state. The event featured guest speaker Alexis McGill Johnson, President & CEO of Planned Parenthood Federation of America and Planned Parenthood Action Fund.

Champions of Choice

PPVC hosted Champions of Choice on August 6, featuring the amazing speaker Representative Deb Haaland of New Mexico. Sixty-seven supporters joined us, raising over \$68,000 for PPVC's critical pre-election work. This year's Champion of Choice honorees included Colorado Governor Jared Polis and Planned Parenthood of the Rocky Mountains' Solidarity Workgroup.



Representative Deb Haaland

The Rosé Resistance - New Mexico

On September 2, New Mexico Representative Deb Haaland made an encore appearance for PPVNM's Rosé Resistance. This time she was joined by Somáh Haaland, author, activist, and the Representative's daughter. Our two speakers brought authenticity and emotion to the event and helped raise nearly \$28,000 for the hard work of PPVNM in such a momentous year.

2021 Events

As we adjust to changing safety rules and regulations across our states, we continue to plan our winter and spring events. These events may be virtual, in-person, or a hybrid of the two, depending on a variety of factors. Be on the lookout for more information in the coming months.

PP Votes New Mexico's Toast of the Town - February 17, 2021

New Mexico's Breakfast of Champions - May 2021

Las Vegas' Corks & Forks -September 2021

Fearless Fundraiser

As one of our most dedicated supporters, you have the chance to host your own virtual or small hybrid events to raise money for services in your area. If you're interested in learning more about how we can support you in this activity, please contact events.development@pprm.org.



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Easy ways to support Planned Parenthood of the Rocky Mountains

Are you familiar with the AmazonSmile program? There's no better time to get familiar with AmazonSmile than the holiday season. It's a simple way to support your favorite charitable organizations (including PPRM) every time you shop, at no additional cost to you. Visit Smile.Amazon.com to learn more and get started.

Did you know you can donate your car to support the work of PPRM?

Visit one of our participating auction sites to learn more: DonateForCharity.com, DonateCarUSA.com, and CarsHelpingCharities.org.

Interested in hosting a virtual holiday party to support PPRM?

Contact our Events Team at events.development@pprm.org to learn how.

Want to give today?

Visit wearepp.org/PPRM to make an immediate impact.



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