

**BECAUSE OF YOU**  
WE'RE HERE  
FOR GOOD





# Dear Friends,

Planned Parenthood of the Rocky Mountains (PPRM) was founded over a century ago on the radical idea that women should have autonomy over their bodies. Today, our patients remain at the heart of all we do. Whether innovating to expand TeleHealth, advocating for inclusive sex education, or providing rapid HIV tests across our region, because of you, we are able to care for those who need us most.

As a 103 year old health care organization, PPRM understands the great responsibility we have to our patients and communities. We look to the future with optimism and hope because our community of support carries us forward. The patients who rely on us have been clear that our services are critical to their ability to live full and successful lives. Together with partners like you,

we envision expanding access to the full range of sexual and reproductive health care and education.

We call this vision Shaping Our Second Century, an ambitious and comprehensive multi-year \$85 million campaign. With your help, our campaign is building momentum. Despite persistent threats to the political landscape, within a fractious health care environment, our purpose has never wavered.

We envision a strong, durable presence for Planned Parenthood across our region, reaching even further into the communities we serve and expanding access to critical health care services to serve more patients than ever before. Together, we are creating a health care experience that continues to reinforce

the values upon which we were founded: equality, human dignity, and autonomy. The bright future we seek for our patients is an ambitious undertaking. We believe that not only can we achieve our goals - we must.

We are so grateful that you share this goal and stand alongside Planned Parenthood of the Rocky Mountains. We are here for good.

In solidarity,



Vicki Cowart  
President & CEO



Brian Nichols  
FY19 Board Chair



123,963

**PATIENT VISITS**

“I was emotional when I arrived at the health center for my medication abortion appointment. The nurse and health center assistant put me at ease, gave me all the information, trusted me and my feelings, and removed the shame and stigma I had been feeling earlier. My husband and I left feeling prepared for the time when we will be ready to start our family. I am so thankful for the support I received and will forever be a supporter and donor.”

**TAYLOR, COLORADO**

“My nurse practitioner went above and beyond. She took the time to explain HPV and Pap smears and answered all my questions so I could make the decisions that were best for me. What a fantastic health care provider.”

**SELENA, NEW MEXICO**

# Creating a Legacy



"Your mission is about education and it's not a partisan issue. It's health care, and people should be entitled to good health care."

**LARRY MARX**

Susan and Larry Marx started giving to Planned Parenthood years ago when they lived on the East Coast. Once they settled in the Roaring Fork Valley, they saw that the need for support was critical here in Colorado. They were impressed by the dedication of the staff and range of services provided at the Glenwood Springs health center.

Susan says, "PPRM fulfills an incredibly valuable role as our society makes it so difficult

for many people to receive health care. And you are seeing young people and educating them about how to take care of themselves. I think that's vital." According to Larry, "I trust that my dollars are making an impact with PPRM. As a donor, it's rewarding to see the results of your giving."

He adds, "Your mission is about education and it's not a partisan issue. It's health care, and people should be entitled to good health care. I admire the hard work that all of you do." In the last fiscal year, the Marxes made a significant commitment to PPRM through an outright gift and a planned bequest, funding the Susan and Larry Marx Distinguished Clinician.

Turn the page to learn about this clinician and how the Marxes' gift is making an impact.

# The Heart of Our Care

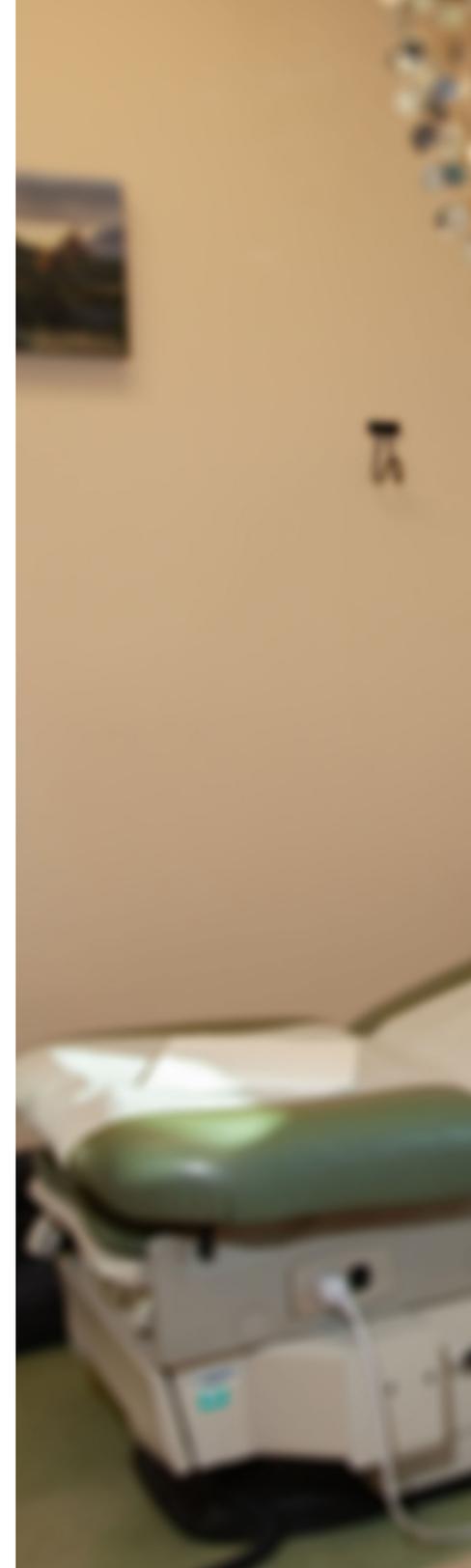
Nurses have been at the center of Planned Parenthood's care since the beginning. Our affiliate's proud history dates back to 1916. Today we serve 92,000 people annually, and the unmet demand for our services is three-fold our current reach.

With fierce competition for nurses, PPRM created an endowment to provide a foundation of support to recruit and retain our valued advanced practice clinicians. This will guarantee that our high-quality and trusted health care services, needed by so many underserved people in the region, will be there today, tomorrow, and into the future.

This year, with support from Susan and Larry Marx, we

announced Planned Parenthood of the Rocky Mountains' first ever named distinguished nurse practitioner. This honor went to Jamie Lindahl, who has served over 15,000 patients across multiple states in the 23 years since she first walked through the doors of Planned Parenthood. Jamie received her Nurse Practitioner training through Harbor-UCLA in 1991.

A colleague shares, "Jamie tends to our team by providing support and leadership. I have personally benefited from her wise and patient demeanor as a relatively new provider myself. I am so grateful for her reassurance and availability. We are all fortunate to have Jamie's experience and guidance."



*Jamie Lindahl, Susan and  
Larry Marx Distinguished  
Nurse Practitioner*





7,133

**WELLNESS EXAMS**

“When I was 17, I chose Planned Parenthood for my reproductive health care. I remember feeling relief knowing there was no judgement – just compassionate care. Twenty years and three kids later, I came back to PPRM for an IUD. The nurse who saw me provided the same care and support I had received two decades prior. Thank you for making it simple to get care. Thank you for your commitment to access. Thank you for making women feel welcomed. And thank you for letting us be our own decision makers.”

**SANDRA, LAS VEGAS**

# Laying the Foundation

PPRM provides trusted health care where communities need it most – in person at our health centers and virtually through TeleHealth.

Planned Parenthood is a needed and vital service provider in Farmington and the Four Corners region, and we are in a unique position to ensure access to care, education, and advocacy in the area. With generous donor support, we opened a new space in Farmington in September 2019.

The new building is ideal both as a welcoming health center for our patients and as a regional hub for our education and advocacy efforts. We plan to convert part of the building into a community and outreach space for programming in and around Farmington.

In addition to our physical presence throughout our region, we also bring reproductive health care to our patients beyond our brick and mortar locations

through innovative technology. Our high-quality, compassionate, affordable care is now accessible remotely from the comfort of a patient's home, regardless of their geographic location.

In 2019, we proudly launched our Virtual Care Center which pioneers the provision of Planned Parenthood services via TeleHealth and embraces technologies like the PPDirect app, a tool which allows patients to obtain birth control and urinary tract infection treatment through their smartphones.

TeleHealth breaks down barriers to care such as inadequate transportation, lack of childcare, and limited health care access in rural areas. These innovations ensure convenient and timely access to care – all while meeting our patients wherever they are.



 Planned Parenthood®

1508

open

*Our new health center location  
in Farmington, New Mexico.*



## SHAPING OUR SECOND CENTURY

# Our Vision for the Future

As a 103 year old institution with 400 dedicated staff and the support of more than 25,000 loyal donors, PPRM understands the great responsibility we have in serving the patients and communities who rely on us.

We know that more than 345,000 women across our region are not receiving the reproductive health care they need and more than 200,000 young people still do not have access to accurate, comprehensive sex education. At this moment in history when

access to reproductive health care hangs in the balance, and with nearby states going dark on the provision of abortion care, PPRM pledges to be here for patients within our region and beyond.

As we envision our second century of care, we will build upon our strong foundation to increase the number of people we serve by 25%. We'll bolster support for our three areas of programming: health care, education, and advocacy,

creating stability in the landscape across our region. With endowments like the Susan and Larry Marx Distinguished Clinician, we'll invest in long-term sustainability. And we'll continue to provide the high-quality care our patients have come to expect, funding facilities and technology improvements to meet ongoing community needs.

With the help of supporters like you, Planned Parenthood of the Rocky Mountains will shape our second century.

## **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**

Endowed positions will help us attract and retain our talented and committed staff who serve the more than 92,000 patients we see each year.

## **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**

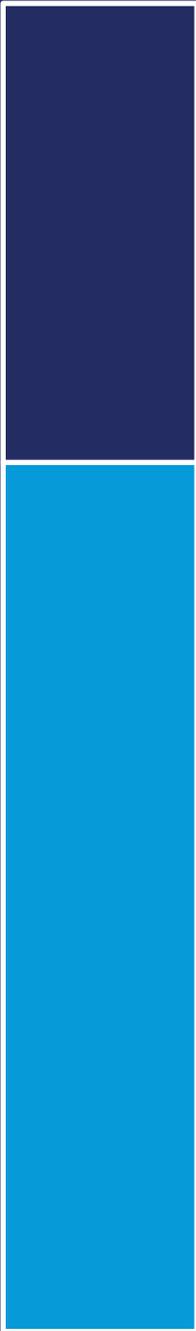
Our advocacy promotes policy initiatives that protect reproductive rights; an endowment allows us to safeguard our health care delivery and education programming.

## **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 ignite promising ideas and to stay competitive in an ever-changing health care environment.



\$85,000,000

**FUNDRAISING GOAL**

\$61,840,125

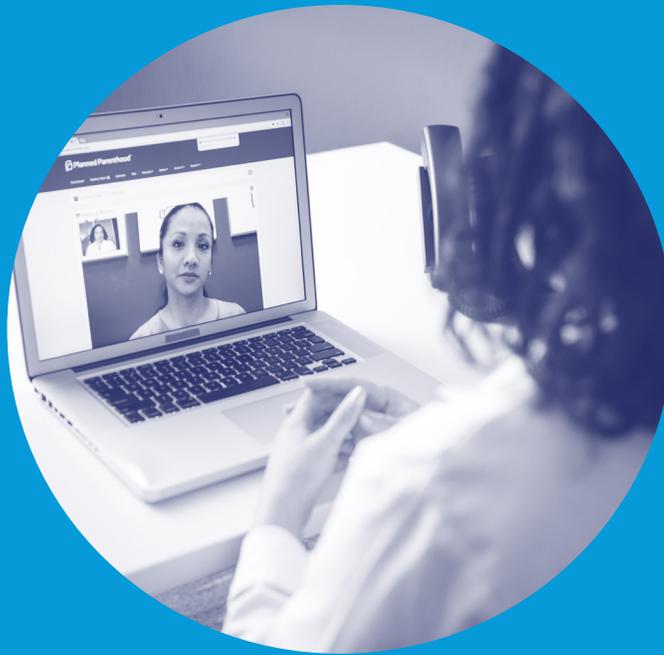
**RAISED AS OF  
MARCH 1, 2020**

With the support of donors like you, the Shaping Our Second Century Campaign has taken off and continues to resonate with our community of support. Every day, we're having meaningful conversations with donors who are compelled by this vision and want to engage in making it a reality. We invite you to participate in this exciting endeavor. Together, we will shape the next century of care.

**Contact us:**  
[info.development@pprm.org](mailto:info.development@pprm.org)

“As an educator, I take extreme pride in our thoughtful, inclusive, consent-driven approach at Planned Parenthood. As part of our consent lesson, we ask students to fill out cards that say, “I want consent in my relationship because...” During my last class, one of my students replied, “So I don’t get hurt and no one else does either.” It’s as simple as that. Consent teaches respect and safety.”

**LAURA, EDUCATOR**



836

**VIRTUAL CARE VISITS**



*Becki Jones, Education Program  
Manager & Community Health Worker*

# Health Care Within Reach

Community health workers build trust to make health care more accessible. They act as liaisons between often underserved communities and the complex health care system.

PPRM's Community Health Worker Program supports the Four Corners region, where barriers to health care access are high. Our community health workers connect Indigenous communities to culturally-appropriate sexual health services with an emphasis on trust building and empowerment. They maintain strong partnerships with the Navajo Nation, the Coalition to Stop Violence Against Native Women, and various Pueblos.

In 2019, the program reached over 700 Indigenous people via community lessons, outreach events, and educator trainings in Ignacio and Durango, Colorado and Gallup, New Mexico. Additionally, staff presented at numerous conferences and held an expert lecture on violence against Native womxn.

With your continued support, we anticipate serving at least 850 community members through community health work in 2020, further increasing access in the communities that need us most.

Becki Jones, Education Program Manager & Community Health Worker, pictured left, says, "In talking with my Indigenous relatives and community, I want to shift our current culture of stigmatized sex and relationships to a culture of consent and healthy relationships and sex. I want to see Native families having their best healthy relationships with themselves, their bodies, family, friends, and land!"



98,978

**BIRTH CONTROL METHODS**

“When any issue becomes hyper-politicized, people shut down. They turn away from conversation and stop wanting to learn about one another. I hope that society can let go of this politicized context of reproductive health care. I hope that someday we will think it seems odd that this was such a volatile topic. I hope that all people have access to health care and that we don’t have obstacles or shame connected to how we assure our bodies are healthy, and how we make choices about when we want to have children.”

**AMANDA, COLORADO**

# Fighting for Our Future

Through the power of activism, we will protect and expand reproductive rights and access to health care throughout the region.

With your support of PPRM's advocacy, the 2018 midterms led to pro-reproductive rights trifectas in Colorado, New Mexico, and Nevada: supportive majorities in the state House, Senate, and Governor's offices.

Thanks to donors like you, we knocked on thousands of doors, made phone calls, and sent mail to increase voter turnout so that Planned Parenthood of the Rocky Mountains Action Fund's endorsed candidates saw surges of support. When our communities make their voices heard, we build a stronger safe haven for reproductive rights and health care for years to come.

We know that parents support comprehensive sex education, and young people want the information they need to make informed decisions about their

health. In 2019, together with our progressive partners and support from the state legislatures, we were able to pass House Bill 1032 in Colorado, enabling youth to access the skills and information they need to keep themselves safe and healthy.

The bill ensures that if schools choose to offer sex education, the curriculum is inclusive of LGBTQ+ youth, covers topics like healthy relationships and consent, and discusses all pregnancy outcomes, including abortion, adoption, and parenting. It also allocated \$1 million in state funds annually to support schools that lack the resources to teach sex education.

This work is a shining example of what we can accomplish across our region, with your support.

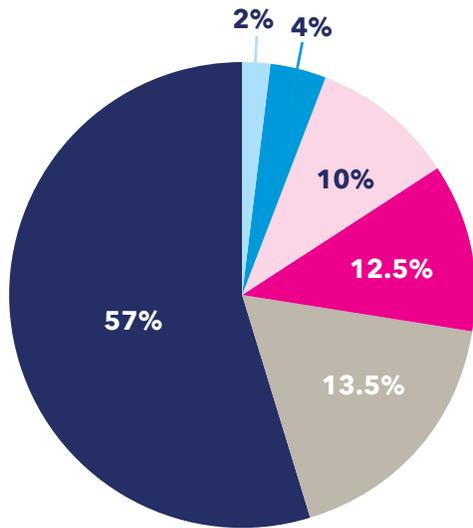
A woman with dark hair and red lipstick is looking off to the side, holding a large pink sign. The sign has the text "Together We Fight for All" in white, bold, sans-serif font. Below the sign, the Planned Parenthood logo and name are visible. The background shows a crowd of people at what appears to be a protest or rally.

**Together We  
Fight for All**

 **Planned Parenthood®**

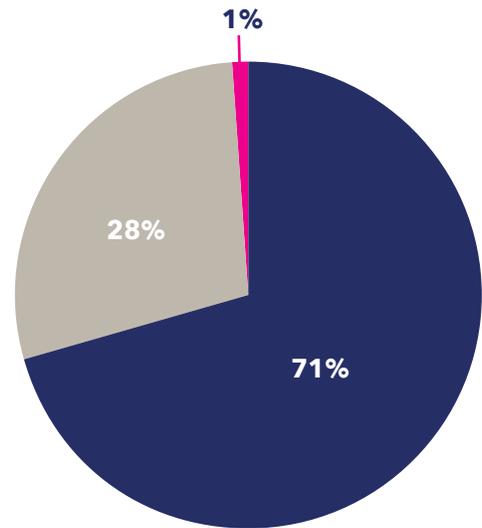
# Financials

## Commitments by Designation



- Greatest Need - \$8,821,316
- Endowment - \$2,838,698
- Public Affairs - \$1,936,239
- Health Care - \$1,554,946
- Education - \$681,082
- Capital - \$311,200

## Commitments by Source



- Individuals - \$11,429,193
- Organizations/Grants - \$4,571,542
- Patients - \$142,746

## Revenue

Medical Services - Patient Revenues	\$29,740,147	62%
Medical Services - Research/Grants	\$1,177,695	2%
Philanthropic Support	\$16,265,774	34%
Education and Training	\$205,217	<1%
Other Income	\$615,918	1%
<b>Total Revenue</b>	<b>\$48,004,751</b>	<b>100%</b>

## Expenses

Medical Services	\$31,852,264	68%
Administration/Management	\$7,231,846	15%
Education and Public Affairs	\$4,942,474	11%
Development	\$2,895,102	6%
<b>Total Expenses</b>	<b>\$46,921,686</b>	<b>100%</b>

\*Unaudited financials

# Board of Trustees

In fiscal year 2019 (October 1, 2018 – September 30, 2019), 100 percent of the Board contributed financially to PPRM.

## Chair

Brian Nichols

Julia Alvarez

Annie Lee

Leigh Aurbach

Tina Mueh

## Vice Chair

Melissa Johnsen

Jeremy Bronson

Wayne Nielsen

## Secretary

Shama Patwardhan

Diane Denish

Tracy Pharis

Bill Drummond

Suzanne Schmidt

## Treasurer

Ivy Stern

Mike Feeley

Marya Shegog

Kristina Fraser

Ann Smith

Alison Friedman Phillips

Leslie Stratton

Annie Harrington

Tim Swift

Maggie Hunt

Mauro Walden-Montoya

Leonard Keating

Lisa Weinberg

**We are grateful to you,**  
our supporters, who have  
made all of this possible.





**Colorado • Southern Nevada  
New Mexico • Wyoming  
PO Box 732055  
Dallas, TX 75373-2055**

At Planned Parenthood of the Rocky Mountains, we don't dream small. The healthy future we envision for our patients is an ambitious undertaking. We believe that not only can we achieve our goals – we must. With your support we are building a bright and resilient future for every patient, every family, and every community in our Rocky Mountain region.

**Join us in shaping  
our second century.**

**To learn more, visit us at [pprm.org/give](https://pprm.org/give)**