



2018

# Annual Report







# Dear Friends,

At Planned Parenthood of the Rocky Mountains (PPRM), our communities are at the heart of all we do. We listen and learn from our local patients, students, and advocates, so that our priorities help meet the needs of each community.

Whether it's an innovation in our sex education programming, the opening of a new community space to reach even more patients with life-saving health care, or a long morning of canvassing to get out the vote, with your support, we do this work every day to strengthen the communities we serve.

Over the last 102 years, PPRM has been no stranger to adversity. This past year brought challenges both familiar and new. We faced constant attacks on the national level and now, with a new justice on the U.S. Supreme Court, the future of reproductive rights remains uncertain for individuals across the country.

And, across Colorado, New Mexico, Southern Nevada, and Wyoming, our communities have raised their voices to make the message clear that health care is a top priority and reproductive rights are not up for debate. We know it's up to us to remain a safe haven for all those who need

our care within our four-state region, as well as for the countless patients in neighboring states who will likely face barriers as they attempt to access basic care in the coming years.

Through the development of innovative programs like the PP Direct app, which allows patients to order birth control and UTI treatment through their phones, and the expansion of current successes like our welcoming community spaces for HIV testing and support, we'll be working every day to maintain a strong and durable presence throughout our region for all the people and communities who count on us.

The stakes are high and our work is of critical importance. With the support of friends like you, we know that we'll be able to say, today and into the future: We're here, no matter what.

In solidarity,

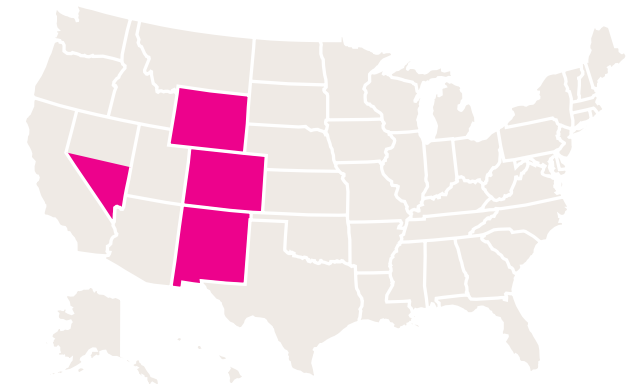
Vicki Cowart  
PPRM President & CEO

Brian Nichols  
PPRM FY18 Board Chair

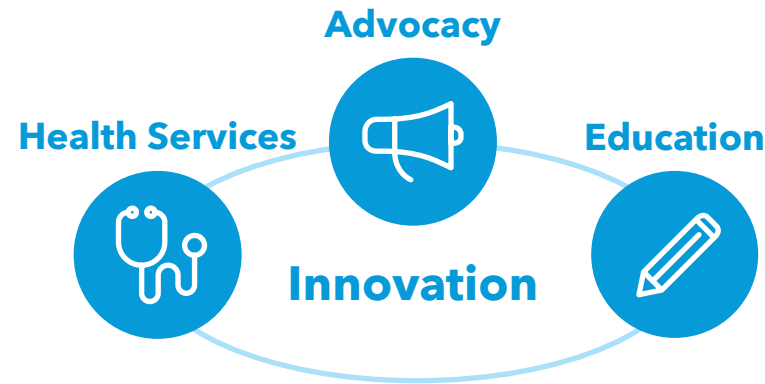
# With Your Support

From the mountains to the desert, across rural communities, and in urban city centers, Planned Parenthood of the Rocky Mountains provides health care, education, and advocacy to the communities who need us most.

Our region is rich in culture, varied in income, and has diverse political opinions. This unique geography and the specific health needs of those we serve make our presence critical in providing access to education and health care in our four-state region.



## Areas of Focus



## Mission

Planned Parenthood of the Rocky Mountains empowers people to make informed choices about their sexual and reproductive health by providing high-quality health services, comprehensive sex education, and strategic advocacy.

**Colorado | Southern Nevada | New Mexico | Wyoming**

# Expanding Access to Care in 2018



917,860

12,945

144,786

72%

x2

32,614

months of birth control provided.

unplanned pregnancies averted as a result of providing 70,361 forms of contraception.<sup>1</sup>

supporters and activists raised critical awareness for our programs and important issues in our communities.

of our patients are either on Medicaid or don't have insurance.

Our telehealth visits for remote patients have more than doubled since 2017, expanding access to care.

students from all ages and backgrounds received our age-appropriate comprehensive sex education programming.

<sup>1</sup> Using formula developed by the Guttmacher Institute.



# Because of You

Planned Parenthood of the Rocky Mountains puts our patients at the center of our care. Not only do our patients receive the high-quality, nonjudgmental health care for which PPRM is known, but they also gain the information and resources they need to take control of their health, their bodies, and their futures.

Our 24 health centers offer the full range of birth control options, lifesaving cancer screenings, abortion care, STI testing and treatment, transgender care, HIV testing and PrEP navigation, and telehealth visits with a focus on compassionate, culturally competent care.

And we saw **91,970 patients** this past year across our diverse four-state region because **we care, no matter what.**

**Our entire team came together in 2018 to celebrate our more than 100 year history, to engage with each other, and to look to the future of patient care.**



## Quality Care in the Words of Our Patients

"My practitioner was amazing - extremely knowledgeable, kind, professional, and seemed to genuinely care about the best option for me."

# High-Quality Care in the Four Corners

## A Champion for Patients: Sharon, Cortez Health Center Manager

Sharon has led the Cortez Health Center for the past 16 years and is described by her peers as "dedicated, community-centric, and caring." She is determined to ensure the availability of critical reproductive and sexual health services in Cortez.

**"I'm proud to work for Planned Parenthood and I like knowing that the work I do makes a difference - big or small."**

Sharon's dedication to patient care demonstrates her respect for the diverse Cortez community. She has created a local legacy through community connections and a patient-centered approach.



# 12,253

**Sharon has served 12,253 patients since she started with Planned Parenthood in 2003.**





**79,000** new supporters and activists

**83%** supporter voter turnout rate

# Advocacy

**“The Health Center Advocacy Program allows patients to become more involved in standing up for their rights. Every conversation I have with a patient helps me become a better advocate for Planned Parenthood and affordable health care.”**

**- Axenya, HCAP Volunteer in Las Vegas**



Axenya is a Health Center Advocacy Program (HCAP) volunteer and graduate student at University of Las Vegas’ School of Public Health. She has dreams of becoming a doctor someday and hopes to come back to Planned Parenthood as a provider once she graduates from medical school.

voting and advocating for patient rights that impact you and your community. It feels good to be heard and valued and cared for. **This is Planned Parenthood.**

The HCAP, integrated into all 24 PPRM health centers, is entirely volunteer-run and provides a link between our quality care in the health centers and the work happening at the Capitol. The HCAP gives health center patients and visitors a path to become advocates for reproductive rights and health, and serves as a pipeline for engaging donors, patients, volunteers, and staff.

“The most enjoyable aspect of HCAP volunteering is making genuine connections with patients who are interested in becoming more involved with Planned Parenthood. I have met so many amazing people and have had many thoughtful and fruitful conversations. A woman I recently met had just moved from the Midwest to Las Vegas. She’d never been to Planned Parenthood before as there was no health center near her. She said her previous experiences with gynecological care were not great, so she was exited to finally have access to Planned Parenthood and quality reproductive health.”

Imagine walking into a health center as a patient, receiving life-changing health care, and then walking back out to see a friendly face interested in engaging you in a conversation about real life things, such as



## Did you know?

**Pre-exposure prophylaxis, or PrEP,** is a way for people who are at substantial risk of contracting HIV to prevent infection by taking a pill every day.

**Fabian, Pauly, Thera, Theariale - AKA The Drop team - is changing the way we view, prevent, and treat HIV.**

# The Drop An HIV community space

The Drop is Planned Parenthood of the Rocky Mountains' HIV programming hub. It is not your typical testing facility. Like all of our mission-driven work, The Drop aims to meet people where they are, transforming critical work in HIV testing and prevention from a clinical setting to a warm and comfortable space. The concept behind The Drop sparked the creation of Planned Parenthood pop-up sites where HIV testing and education take place in informal settings across the region and are led by diverse community leaders.

Planned Parenthood's HIV Program staff find that when people feel comfortable discussing HIV status or prevention options, they are more likely to continue their regimen of care. Since opening in Denver's Capitol Hill neighborhood in 2017, **The Drop has seen 3,044 patients and provided 355 PrEP initiations.** The success of the program is due, in part, to our outreach and education strategy, which takes place at house parties, game nights, in clubs, etc. "We want to emphasize that HIV testing is accessible and available to everyone," says Thera, our HIV Program Manager.

Community members can visit The Drop in Denver to receive free rapid HIV testing, education, and PrEP.

## More Community Spaces for Radical HIV Advances

**80,000** **Albuquerque's Mpower Space** reached over 80,000 people through testing and outreach

**2,500** **Las Vegas' Nuestros Centro Comunitario** opened in 2018 and connected with 2,500 individuals at Las Vegas Pride

**So, what is the solution to eradicating HIV in our lifetime?** If you ask our Director of HIV Programs, he would say, "We have PrEP to keep people negative and we know that if you're living with HIV and achieve an undetectable viral load, then you cannot transmit the virus sexually. Now, all we need is the will and resources to make those things universal and we can end HIV."



# The Responsible Sex Education Institute

## A spotlight on teaching educators

Imagine you're a classroom teacher, with twenty curious, perhaps uncomfortable, middle schoolers looking up to you for all the answers. Some have problems at home, others are excelling academically, a few have open lines of communication with their families, still others have experienced trauma, and many have questions but no one with whom to talk.

Planned Parenthood of the Rocky Mountains' Sexual Health Educator Program (SHEP) trains teachers, nurses, counselors, and other youth-serving adults to provide medically accurate sexual health education to young people.

In the era of #metoo, where rates of sexual assault and bullying are high, teaching trauma-informed sex ed and consent is of unparalleled importance. Program participants act out scenarios, practice answering difficult questions, and cover topics such as healthy relationships, consent, and communication.

PPRM's education programming also includes classroom education for middle and high schoolers; sex education for people with cognitive disabilities; helpful textlines for parents, educators, and youth; culturally-sensitive programming for Native American communities; and much more.

### Parents Don't Have to Do This Alone We have textline support to answer tough questions.

My 5-year-old just asked about how babies are made. Ah! What should I say?



It is important to keep it simple and just answer the one question: A pregnancy occurs when a sperm and an egg meet. It is important to stop there. If they have more questions they'll ask!



**1 teacher impacts → 3,000 students**

Data shows that one teacher can impact more than 3,000 students over the course of her or his career. In 2018, PPRM trained over 185 educators. **Imagine the ripple effect.**



# A Legacy of Giving

Robin Hadley is a spirited supporter. Her voice floods the phone: "It really fried me!" She's talking about having to fight for commonplace things like reproductive health and making decisions about one's body.

Robin's first gift came to Planned Parenthood of the Rocky Mountains (PPRM) in 1999. The gift was a significant one to her, as well as to the organization, and she has been committed ever since. The gift was spurred one summer day as Robin was reading *The Denver Post* and saw that Colorado's governor and legislature were threatening funding for PPRM's family planning services.

"Back in '99," she says, "I wasn't as agitated as I am today. In '99 the focus was on taking rights away." Today, it is violating everything she knows to be true and right and she is angry. And so, she contributes philanthropically to ensure lifesaving services are available to the patients who need them most.

Over the years, Robin continued to notice how important Planned Parenthood is to so many people. Just the other day, she saw a young couple walking out of her local

Planned Parenthood health center, smiling from ear to ear and holding hands. That is what Robin thinks of when she thinks of Planned Parenthood: **compassionate care, critical services, and satisfied patients.**



## Robin's impact

19 years strong

9,500

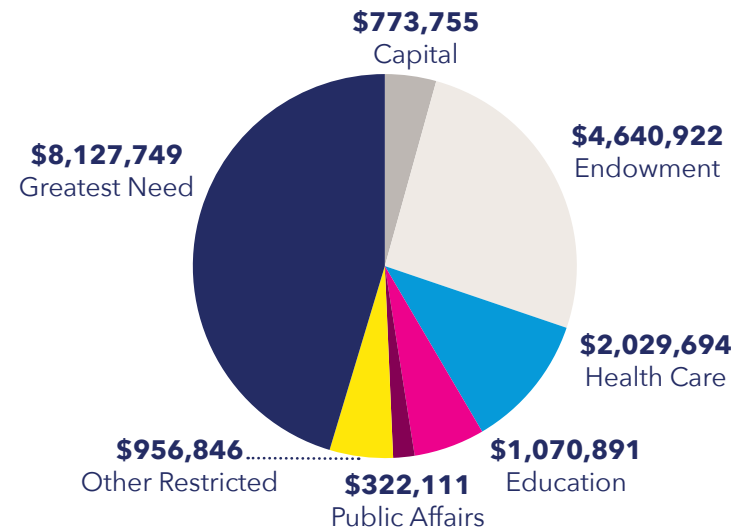
Robin's giving has and will provide reproductive and sexual health care access to over 9,500 patients.



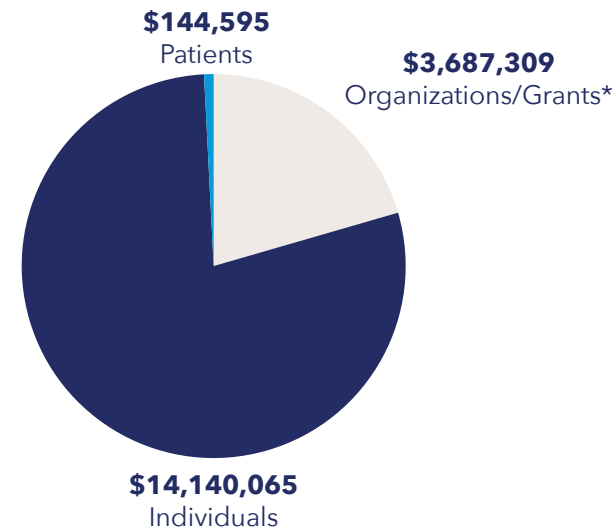


# Financials

## Philanthropic Commitments by Designation



## Philanthropic Commitments by Source



Unaudited financials

\*Foundations, associations, businesses, and local government

## Revenue

Medical Services - Patient Revenues	\$28,184,520	58.1%
Medical Services - Research/Grants	\$841,216	1.7%
Philanthropic Support	\$17,811,385*	36.7%
Education and Training	\$897,939	1.9%
Other Income	\$792,981	1.6%
<b>Total Revenue</b>	<b>\$48,528,041</b>	<b>100%</b>

## Expenses

Medical Services	\$29,887,454	68.3%
Administration/Management	\$6,929,071	15.8%
Education	\$2,359,649	5.4%
Public Affairs	\$1,789,291	4.1%
Development	\$2,373,776	5.4%
Other Programs	\$419,578	1.0%
<b>Total Expenses</b>	<b>\$43,758,819</b>	<b>100%</b>

Ending September 30, 2018

\*Net of pledge discount

# Board of Trustees

In Fiscal Year 2018 (October 1, 2017-September 30, 2018), 100 percent of the Board contributed financially to PPRM.

Julia Alvarez  
Leigh Aurbach  
Jeremy Bronson  
Diane Denish  
Bill Drummond - **Secretary**  
Mike Feeley  
Dr. Kristina Fraser  
Alison Friedman Phillips  
Alison Gillis  
Annie Harrington  
Ann Hatfield Merritt  
Maggie Hunt  
Melissa Johnsen  
Leonard Keating  
Annie Lee  
Monica Martinez

Joshua Miller  
Dr. Tina Mueh  
Brian Nichols - **Board Chair**  
Wayne Nielsen  
Kevin O'Connor  
Dr. Shama Partwardhan  
Tracy Pharis - **Treasurer**  
Dr. Suzanne Schmidt  
Dr. Marya Shegog  
Ann Smith  
Ivy Stern - **Vice Chair**  
Leslie Stratton  
Tim Swift  
Mauro Walden-Montoya  
Lisa Weinberg



**STANDING STRONG**  
2018





Colorado • Southern Nevada  
New Mexico • Wyoming  
7155 E. 38th Ave  
Denver, CO 80207

To view more, visit us at [pprm.org](http://pprm.org) or  
[Facebook.com/PPoftheRockyMountains](https://www.facebook.com/PPoftheRockyMountains)

