



2012 Annual Report



Care. No matter what.



 **Planned Parenthood[®]**
Care. No matter what.

Planned Parenthood of the Rocky Mountains

2012 Annual Report



Letter from the **PRESIDENT & CEO and BOARD CHAIR**

Dear Friends,

2012 was nothing short of amazing for Planned Parenthood. With 69 percent of the general public viewing Planned Parenthood favorably, we are one of the most admired organizations in the nation.

We enjoy such respect and status because of the compassionate and non-judgmental care we provide to the women, men and teens throughout our entire region who often have nowhere else to go. With 1-in-5 American women turning to Planned Parenthood at some point in their lives, we all know someone who has benefited from our care. We are able to provide that important care because of the generosity of others—you—our donors.

In FY12, 8,980 donors gave \$4,241,231 in support of our work; 768 volunteers donated 22,925 hours in various capacities from administrative activities to serving as patient escorts; and more than 45,000 supporters across our region stood tall with PPRM. Your support allowed us to provide care to 106,019 patients, like Bree, whose note of appreciation is printed in this report. Your contributions truly impact and save lives.

As you well know, women's access to health care was under brutal scrutiny in 2012. Throughout the year, we took events such as the Komen situation and the 2012 election as opportunities to educate people about who Planned Parenthood truly is and what our mission is about. Because of this outreach, more people than ever before know who Planned Parenthood is and what we do.

Our most exciting news of the year came toward the very end of FY12 when PPRM and Planned Parenthood of New Mexico merged under the PPRM name. This union is a natural one as it strengthens our mission across the region. We will continue to keep you updated and informed about this new partnership throughout the year. We look forward to bringing you a combined annual report with inclusive numbers for both PPRM and PPNM beginning in FY13.

As we bring a close to 2012 and look toward the future, we have new work to do to be sure we are at the forefront of realizing one of the most important advancements for women's health—that being the promise of health care reform. Planned Parenthood's role will be to ensure accessible and affordable health care for all.

We hope this report demonstrates that our life-changing work would not be possible without our generous donors. Because of your support, we continue to care, no matter what.

Thank you,

Vicki Cowart
PPRM President & CEO



Catherine Gale
PPRM Board Chair



Keeping Our Communities Healthy

Medical and Patient Services

Total Patients Served

Payment Type		
Private insurance	14,432	13.61%
Grants	486	0.46%
Medicaid	10,453	9.86%
Self-Pay	80,651	76.07%
Total	106,022	100%

Age of Patients Served

<15	537	0.51%
15-17	5,221	4.92%
18-19	8,596	8.11%
20-24	30,360	28.64%
25-29	28,210	26.61%
30-34	15,306	14.44%
35-39	7,682	7.25%
40-44	4,653	4.39%
>44	5,457	5.15%
Total	106,022	100%

Methods of birth control 287,740

STD tests 69,363

HOPE visits* 24,638

Pregnancy tests 16,377

HIV tests 15,313

Annual exams and screenings for breast and cervical cancer 13,711

Abortions 10,505

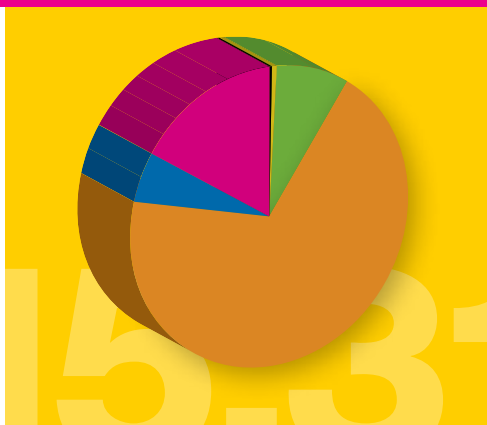
Condoms 2,969

HPV vaccinations 1,689

* birth control without an exam

Birth Control Methods

- Oral Contraceptive 70%
- Emergency Contraception 12.5%
- NuvaRing 9%
- Depo Provera Injections 5.5%
- IUD 1.3%
- Birth Control Patch Cycles 1.2%
- Implanon .4%
- Diaphragm/Cervical Cap .04%





\$25,000

provides **220 women**

with well-women exams, which include
life-saving **breast and cervical
cancer screenings.**

Summary of Financial Activities for the Year

ENDING SEPTEMBER 30, 2012

Based on Audited Financial Statements

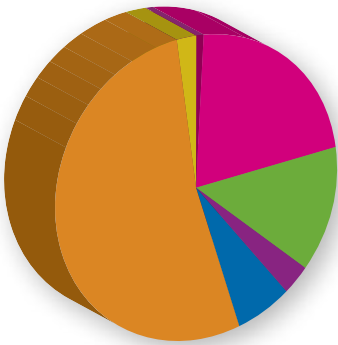
Sources of Operating Funds

Patient Fees	\$ 19,897,972	68.4%
Private Support	5,027,548	17.3%
Research Awards	204,497	0.7%
Breast and Cervical Cancer Screening Grants	685,609	2.4%
Title X (Nevada only)	275,000	0.9%
Prenatal Program	388,137	1.3%
Medicaid	2,322,454	8.0%
Education Income	177,870	0.6%
Miscellaneous Income	109,519	0.4%
Total Operating Income	\$ 29,088,606	100%

Operating Budget

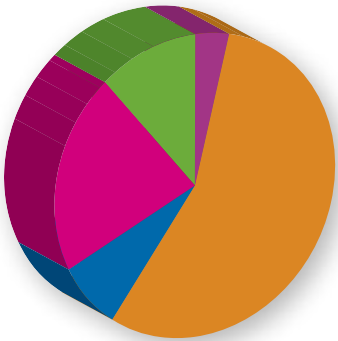
Patient Care	\$ 23,562,627	75.9%
Admin Support / Management	3,501,485	11.3%
Education	1,614,865	5.2%
Public Affairs	695,365	2.2%
Fundraising	1,320,799	4.3%
Other Programs	368,659	1.2%
Total Operating Expenses	\$ 31,063,800	100%

Contributions by Designation



Patient Services	\$	917,723
Education		550,163
Public Affairs		138,141
In-kind		251,005
Where the need is greatest		2,254,306
Endowment		95,094
Capital		34,799
TOTAL		\$ 4,241,231

Contributions by Source



Individuals	\$	2,390,729
Business/Corps		326,527
Foundations		912,367
Associations/Local Gov		452,129
Patients		159,479
TOTAL		\$ 4,241,231

Protecting Reproductive Freedom

PUBLIC AFFAIRS & POLITICAL ADVOCACY WORK

- Hosted the “Rally to Protect Women’s health” where over 200 advocates met at the Colorado capital in support of women’s health.
- Planned Parenthood Votes Colorado, along with our volunteers, made 40,000 calls, knocked on 2,000 doors and sent over 373,600 emails leading up to election day.

Our tireless work was worthwhile as we experienced a 75 percent success rate among our endorsed candidates.

- Nevada Advocates for Planned Parenthood Affiliates distributed nearly 223,400 mail pieces, knocked on nearly 6,000 doors and called over 23,000 voters. We thank our many volunteers who braved the hot Nevada heat and helped us get out the vote!
- Planned Parenthood New Mexico Action Fund distributed 37,000 mail pieces and placed 13,000 calls to voters. Again, we thank our volunteers who make feats like this possible.
- **45,000 supporters** in Colorado, New Mexico, Southern Nevada, and Wyoming stood strong with PPRM.



Photo courtesy of the Statesman

Photo courtesy of the Statesman



\$5,000

covers the cost of

25 volunteer-operated phone banks
which can result in up to
15,000 calls in support of legislation
that protects women's health.



Educating Our Communities

THROUGH THE RESPONSIBLE SEX EDUCATION INSTITUTE

- In 2012, we unveiled a new name and new look for PPRM's education team.
- **20,058 participants** each year receive medically accurate, age-appropriate sex education from PPRM's newly established Responsible Sex Education Institute.
- The Responsible Sex Education Institute stays on the cutting edge in our approach to education, supporting parents, youth serving professionals and young people as they navigate sexuality in the digital age.
- Illustrating this point is a new program launched in 2012 called In Case You're Curious (ICYC). ICYC is an innovative sexual health text line that allows teens to have access to medically accurate information at their fingertips, anytime, wherever they are!
- We also now offer a new workshop called 'Sexuality in the Digital Age' designed to teach adults about emerging technology and how to support the health and safety of their youth in today's virtual world.



\$10,000

allows our Responsible Sex Education Institute to provide a **comprehensive sex education program** for approximately 170 youth.





Patient Story

Bree Ervin

Late last summer, Bree Ervin's left breast began to feel tender. As a low-risk candidate for breast cancer—young, with two kids, both of whom were breastfed—she was still frightened. "I didn't have insurance. I couldn't afford to be sick. I couldn't afford to have breast cancer," she told us.

Bree went to Planned Parenthood's Longmont health center where Dianne, Longmont's nurse practitioner, conducted a clinical breast exam. Dianne determined that while uncertain if the mass was cancerous, there was a mass. Dianne then worked to qualify Bree for a grant from Susan G. Komen for the Cure.

Within a week Bree was at a diagnostic center. After two diagnostic procedures Bree was relieved to learn that she did not have breast cancer. Thanks to our partnership, this young mother was able to receive affordable breast cancer screening.

Care.

How You Can Help

There are many ways you can support PPRM's work. Whichever option you choose, your gift will help us continue to provide life-saving cancer screenings, affordable birth control, medically accurate information, and much more, to the thousands of women, men and teens who rely on Planned Parenthood.

Gifts of Cash

Your gift of cash, check, or credit card in any amount can be made via mail, over the phone or online at www.pprm.org.

Gifts of Securities

There are substantial tax savings when you choose to give appreciated publicly traded securities (shares, bonds, mutual funds).

Monthly Giving

By enrolling in automatic monthly giving, you provide PPRM with ongoing, sustainable support and become a PPRM Sustainer.

Matching Gifts

With corporate matching gifts, you can double the impact of your gift by asking your employer to match your contribution.

Memorial or Tribute Gifts

When you make a tribute or memorial gift to PPRM we will send a card announcing your gift.

Planned Gifts

Remembering PPRM in your will, a trust, or through an annuity, is one of the most meaningful gifts you can give future generations.

Qualified Charitable Distribution from an IRA

The provision of the Pension Protection Act of 2006 regarding the Qualified Charitable Donation was extended through December 31, 2013. Donors who are 70½ years of age can make a gift of up to \$100,000 and exclude the amount distributed from their gross income.

For more information about any of the above giving options, please contact our development team at 303.321.7526 or info.development@pprm.org.

Board of Directors

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*(political advocacy
arm of PPRM)*

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Courtnee Ulrich
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Planned Parenthood of the Rocky Mountains

We're HereSM

Planned Parenthood of the Rocky Mountains (PPRM) operates 33 health centers in four states. In addition, PPRM operates a Prenatal Plus program in collaboration with Rose Medical Center in Denver. This map shows where the PPRM health centers are located. The PPRM administrative office is located at 7155 E. 38th Avenue.

Of the 33 PPRM health centers, there are:

- 23 in Colorado
- 3 in Nevada
- 6 in New Mexico
- 1 in Wyoming



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