

Planned Parenthood® Federation of America, Inc.

Planned Parenthood—

Taking Charge of Today,
Choosing Our Tomorrow

ANNUAL REPORT

2000-2001

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Medical and service data in this report apply to the calendar year 2000. All other program activities apply to the fiscal year ended June 30, 2001.

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About PPFA

Planned Parenthood® Federation of America, Inc., is the world's largest and most trusted voluntary reproductive health care organization. Founded by Margaret Sanger in 1916 as America's first birth control clinic, Planned Parenthood believes in everyone's right to choose when or whether to have a child, that every child should be wanted and loved, and that women should be in charge of their own destinies.

Every year, nearly 21,000 affiliate volunteers and staff provide sexual and reproductive health care, education, and information to about five million women, men, and teens in the U.S. With our 700,000 donors, they also serve as advocates for sexual and reproductive rights. Separately incorporated, the Planned Parenthood Action Fund fortifies our commitment through lobbying and voter education.

We address family planning needs in developing countries through our international programs, Family Planning International Assistance® (FPIA) and Planned Parenthood PPGP® (PPGP); and through our membership in the International Planned Parenthood Federation. Private-sector contributions, patient fees, government grants, and third-party reimbursements support our programs and services.

A not-for-profit organization, PPFA maintains national offices in New York City, San Francisco, Chicago, and Washington, DC. Our 128 affiliates manage 875 health centers in 48 states and the District of Columbia. FPIA maintains three regional offices — Nairobi, Kenya, for Africa; Bangkok, Thailand, for Asia and the Pacific; and Miami, for Latin America and the Caribbean.

We enhance our mission by supporting a special affiliate, The Alan Guttmacher Institute (AGI), an independent, not-for-profit corporation for reproductive health research, policy analysis, and public education.



Vision for 2025 — Powering the Promise — A Dialogue



Alfredo Vigil, M.D.
PPFA Chairperson



Gloria Feldt
PPFA President

Why develop a Vision for 2025 now?

GLORIA FELDT, PPFA President: Planned Parenthood has grown so much from its roots. Our resolve on the core issues has remained constant, but our responsibilities related to them have escalated. And the strategy to reach our goals has changed dramatically. It will change again and again, faster and faster, as time goes on. And while recent catastrophic events have taken national precedence, we must not only keep the lifeline of our movement alive for the future, we must continue to grow and thrive, we must create the future of our choice.

ALFREDO VIGIL, PPFA Chairperson: Today's political atmosphere is one of the most challenging times for us in all of our 85-year history. The best interests of women — their reproductive freedom, their right to dignity and privacy, and their access to a full range of family planning services — are not being served as fully as they must be.

How will we move toward our Vision for 2025?

ALFREDO: We must educate ourselves. We must have a firm understanding of the diverse cultures we serve. Because if we are not aware of the differences in communication, in language, in moral understandings, and worldview, we risk losing our connection to the very communities on which we depend, particularly poor and minority communities. They are our clients, and they can become our donors, volunteers, voters, and activists.

GLORIA: Yes, Alfredo. And we must also move toward our vision by living our mission with integrity. By doing what people need us to do. Power and energy come from moving into new places. We have to earn our future every day by thinking ahead of the curve and by having the courage of our convictions.

Where will the Vision for 2025 take us?

GLORIA: The world we envision is one in which all people possess and can pursue their own dreams. And we create hope that humanity will someday live in harmony with our fragile global environment so that future generations can thrive. As importantly, we see a world in which people will be free to make life's most profound personal choices to realize their dreams.

ALFREDO: We will realize the beautifully simple mission of Planned Parenthood — creating a world in which choice will prevail. The future of Planned Parenthood looks bright. Our Vision of the future will shine like a beacon into and beyond the next 24 years.

How can we live up to the Promise we make in our Vision for 2025?

ALFREDO: We have challenges to face out there in the world, but we also have challenges inside our organization. We must promote diversity at all levels within Planned Parenthood. And we need to celebrate diversity of age just as we do ethnic, religious, racial, and sexual diversities. We need the wisdom, experience, and in-your-face vigor of youth. That energy will carry us through to our Vision for 2025.

GLORIA: The time for reflection is over, and the time for commitment is upon us. We must dedicate ourselves fully to living up to this Promise in everything we do. Our hard work will bear delicious fruit for generations to come. So let us pledge to work vigorously and optimistically. Together we can turn our bold Vision into the reality of its Promise — hope for humanity.

The Planned Parenthood Vision for 2025

If the pursuit of personal liberty has been the hallmark of the century just ended, few organizations have done more to contribute to individual rights than Planned Parenthood. Lives were changed and improved daily, around the world, because of our pursuit of our mission. That is why our founder, Margaret Sanger, is considered one of the most influential shapers of the 20th century.

As important as our past contributions have been, we know that our work is not done. In 1999, Planned Parenthood embarked on a two-year visioning journey to contemplate, deliberate, and define how our organization might have an equally significant impact on the 21st century. To that end, we created an audacious, inspiring, and inclusive vision.

Most organizations that have withstood the test of time no longer “do” what they once did, but their core beliefs and convictions endure, just as ours have endured throughout our 85-year history. So we took a step back to distinguish what we “do” from what we “believe.”

The Planned Parenthood blueprint for creating the future of choice has three elements:

- ✱ a Promise that embodies the overall spirit of what we wish to create
- ✱ a statement of Beliefs that amplifies the language of the Promise
- ✱ a set of Goals that makes the vision concrete

The Planned Parenthood Promise reflects our core values and deepest aspirations for ourselves and the world. It envisions a world in which people are free to make life’s most profound choices about childbearing and relationships as they see fit. Our Promise is to create the will, the technology, and the enduring political and legal structures to make this vision a reality.

The Planned Parenthood Beliefs that inspire this Promise appear throughout this report to illustrate how Planned Parenthood volunteers, donors, and staff strive to reach and maintain our Goals everyday.

The Goals that Planned Parenthood promises to achieve by 2025 represent awesome challenges. They will require us to create new strategies; raise new funds; learn a wide array of new skills; and attract new staff, volunteers, and experts. Achievement of these internal Goals will not only make the Planned



Parenthood Federation a more powerful, efficient, and streamlined organization, it will transform the world as we achieve our external goals:

- ✱ Planned Parenthood will ensure that sexuality is understood as an essential, lifelong aspect of being human and that it is celebrated with respect, openness, and mutuality.
- ✱ Planned Parenthood will ensure access to reproductive and sexual health care for all.
- ✱ Planned Parenthood will secure passage of laws and policies, including state and federal constitutional amendments that guarantee reproductive freedom for all.
- ✱ Planned Parenthood will ensure worldwide implementation of a human rights and well-being agenda as currently expressed in the Cairo Agreement, with the U.S. fulfilling its financial commitment and

implementing those principles in the U.S.

- ✱ Planned Parenthood will be a significant catalyst for the development and universal dissemination of new reproductive technologies.

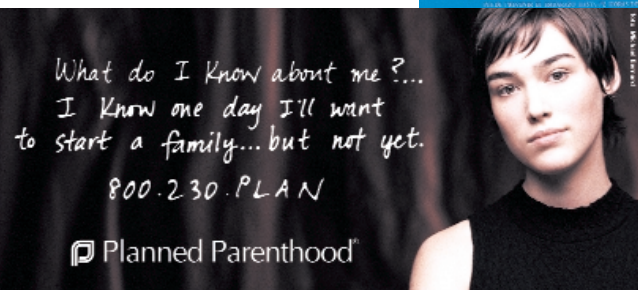
We have begun the process of creating detailed implementation strategies to achieve each of these Goals over the next 24 years. Our success will influence the future for every woman, man, and child on the planet, fulfilling the Planned Parenthood Promise to the world.



We

*believe in trusting individuals
and providing them with
the information they need to
make well-informed decisions
about sexuality, family
planning, and childbearing.*

*believe that children
flourish best in families and
communities where they are
nurtured, honored, and loved.*



Increasing Services That Prevent Unintended Pregnancy

TEACHING AND TALKING ABOUT SEXUALITY

Learning about sexuality is a lifelong process. When it comes to sexual health, knowledge is power. Planned Parenthood helps people make responsible choices about sexuality and parenthood by offering comprehensive, medically accurate sexuality information in the classroom, community centers, and houses of worship.

SOME NATIONAL OFFICE ACTIVITIES

Through its education and professional training programs, Planned Parenthood helps people make responsible choices about sexual and reproductive health nationwide.

Last year, we

- ✱ served as advisors for the U.S. Surgeon General's groundbreaking *Call to Action to Promote Sexual Health and Responsible Sexual Behavior*, which recognizes the sexual rights of women, men, and young people; the role of sexuality in their lives; their ability to enjoy their sexuality; and their right to information about family planning.
- ✱ developed *Teaching About Responsible Choices for Sexual Health, Fourth Edition*, which describes 11 affiliate programs, and a manual, *Making Progress — An Introduction to Evaluating Community Programs*
- ✱ provided training and assistance in program evaluation for 180 staff at six affiliates
- ✱ trained nearly 2,000 professionals through the PPFA Network For Learning
- ✱ led a coalition of 58 national organizations in support of National Family Sexuality Education Month in October
- ✱ posted a new sexuality education section on plannedparenthood.org
- ✱ published *Guidelines for Planned Parenthood Education Departments*





Peer educators from the
“Teen Voices” program.

SOME AFFILIATE ACTIVITIES

Last year, more than 870 Planned Parenthood affiliate educators reached 1.3 million Americans — young people, parents, civic and business leaders, teachers, social workers, and counselors — with programs on birth control, sexually transmitted infections, safer sex, teen pregnancy prevention, puberty, relationship skills, life options, delaying intercourse, parent-child communication, and many other topics.

- ✱ *Out of the Locker Room* helped young men between the ages of 14 and 17 develop skills to make responsible choices in their relationships by participating in activities and discussions about stereotypes, contraception, safer sex, communication, and dating violence (Planned Parenthood Northern Michigan).
- ✱ The *Teen Voices* peer education program instructed high school students on educating their friends, family, and community members about teen health and social issues. Peer educators shared information about healthy relationships, delaying intercourse, contraception, sexual identity, suicide prevention, decision making, and goal setting (Planned Parenthood of Orange & Durham Counties, NC).
- ✱ *Habla Con Tu Hermana (Talk To Your Sister)* helped Latinas from low-income families develop the skills to talk with their children about sexuality across the life span and to make healthy lifestyle choices through sexual health educational sessions (Planned Parenthood of San Antonio & South Central Texas).
- ✱ *It's Your Future* helped teens in a low-income housing facility make positive life choices by providing them with health and sexuality education, academic tutoring, skills development, and recreation (Planned Parenthood of Arkansas & Eastern Oklahoma).

THE PLANNED PARENTHOOD CONDOM

Last year, Planned Parenthood launched its own line of latex condoms. Each condom wrapper bears the Planned Parenthood logo, our toll-free telephone number, and Web site address. Every label directs users to their nearest Planned Parenthood health center.

Planned Parenthood affiliates ordered approximately 3.5 million condoms for the launch. Developed in conjunction with feedback from our clients, the first two styles are lubricated — with or without spermicide. Flavored — honeydew and raspberry — and colored — red, blue, and green — condoms will be available soon.



EMERGENCY CONTRACEPTION

During our three-year Emergency Contraception (EC) Public Awareness Campaign, Planned Parenthood health centers experienced a record, sixfold increase in requests for EC. The number of visits to www.plannedparenthood.org/ec increased 20-fold. These successes were due, in large part, to affiliate efforts — 10 received technical assistance grants from PPFA, totaling \$350,000, to promote EC awareness.

Celebrities, including Dice Raw, Pink, and Sarah McLachlan, appeared in our award-winning print, radio, and television ads. The “Teardrop” TV spot, featuring model Beverly Peele, received a Telly Award for excellence in non-network TV ads. Our EC ads were also placed in magazines such as *Rolling Stone*, *Latina*, *Essence*, *Vibe*, and *Jane* — as well as on drink coasters in restaurants and bars across the country.

We

*believe the future is global
and that we are part of a
global movement.*

*believe in the urgency of
creating a sustainable world
and living in peace with our
planet.*



Increasing Services That Prevent Unintended Pregnancy

INTERNATIONAL FAMILY PLANNING

Through Family Planning International Assistance® and Planned Parenthood Global Partners®, PPFA pursues its vision by helping family planning projects worldwide provide and advocate for services. This collaboration is devoted to building a world in which women are safe, children are wanted, population is sustainable, and sexually transmitted infections are rare.

FAMILY PLANNING INTERNATIONAL ASSISTANCE®

In collaboration with local communities, Family Planning International Assistance (FPIA), part of the International Division of PPFA, increases access to sexual health services and strengthens support for reproductive rights in strategically selected countries in Africa, Asia, the Pacific, Latin America, and the Caribbean. FPIA also supports networks of reproductive health and rights advocates and providers in these regions.

FPIA supports organizations that reach underserved populations and provide

- ✱ sexuality education and services for adolescents and youth at high risk
- ✱ safe abortion services
- ✱ services for women and men at risk of violence

These reproductive health programs, alongside other needed socioeconomic programs, make major contributions to the lives and futures of women and men around the world.

- ✱ In Africa, FPIA helped 14 projects serve 75,400 clients with sexuality education, provide 4,577 safe abortions, and launch three new projects in Benin, Nigeria. In collaboration with the Ford Foundation, FPIA hosted an adolescent conference for young people from various countries. FPIA also led a delegation of PPFA staff and volunteers — including PPFA President Gloria Feldt and former Chairperson Mary Shallenberger — as well as donors to visit projects in Kenya and Uganda.



- ✱ In Asia, FPIA launched two initiatives in India and Myanmar. The FPIA-assisted project in West Bengal hosted a visit from the United Nations Population Fund Goodwill Ambassador and Miss Universe 2000. FPIA continued to support projects in Bangladesh, Laos, the Philippines, Thailand, and Vietnam, serving a total of 32,301 contraceptive clients — 16,034 of whom were under 25 years of age.
- ✱ In Latin America and the Caribbean, FPIA provided assistance to 17 projects in 10 countries. These projects provided sexual health services including contraception to 39,116 clients (70 percent of whom were adolescents) and to an additional 2,160 persons through non-client-based programs; conducted 2,144 safe abortion procedures; and offered sexuality education to approximately 40,000 adolescents and 600 parents and teachers. FPIA also assisted in the development of three countrywide Youth Leadership Networks and an abortion-provider support network involving 22 activists from 11 nongovernment organizations.

PLANNED PARENTHOOD GLOBAL PARTNERS®

Planned Parenthood Global Partners (PPGP) is the public policy and affiliate partnership arm of the PPFA International Division. PPGP combines three approaches — public education, constituency building, and partnerships that connect Americans and other people in the world in a way that leads to community activism on international issues.

In the past year, we

- ✱ launched nine new partnerships between Planned Parenthood affiliates and family planning agencies abroad — bringing our total to 26



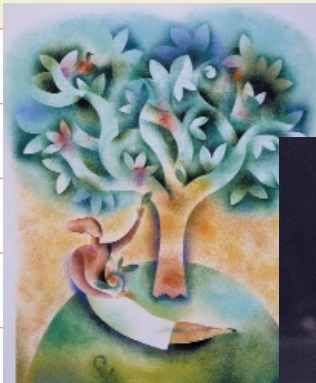
Planned Parenthood
Global Partners®

- ✱ worked with members of Congress and affiliates to overturn the “global gag rule,” imposed by President George W. Bush his first day in office — reducing the number of votes in favor of it for the fifth consecutive year
- ✱ mobilized activists to send more than 25,000 messages to Congress and President Bush in support of international family planning
- ✱ co-convened the *Planet* campaign, a multi-agency, public education effort to educate young Americans about the importance of international family planning by placing ads in popular magazines, Web sites, and post card distribution kiosks
- ✱ developed radio and television public service announcements to raise awareness about and support for international family planning



We

*believe in the right to
sexual and reproductive
self-determination
that is non-coercive,
non-exploitive, and
responsible.*



**Nurse Practitioners in
Women's Health Care**



Improving the Quality of Reproductive Health Care

MEDICAL SERVICES AND RESEARCH

Throughout the world, Planned Parenthood is synonymous with high quality, affordable, community-based health care. As we encourage responsible choice and preserve women's sexual and reproductive health through prevention, education, and self-empowerment, we move closer to our vision of a sexually healthy nation and world.

SOME NATIONAL OFFICE ACTIVITIES

PPFA national staff are recognized authorities on all aspects of reproductive health, from research and technology to patient care, public information, education, and health care policy. To improve the quality of reproductive health care, last year, we

- ✱ coordinated 61 new affiliate services and approved a range of new medical services at the 2000 PPFA National Medical Committee meeting, including those related to menopause, domestic violence, HPV testing, and fetal tissue donation
- ✱ published two editions of the newsletter for affiliates, *Medical Digest*, and held three audio conferences — two on medical abortion and one on Pap tests
- ✱ reviewed and approved 45 affiliate research project proposals on a range of topics from access to prenatal care services to the development of new microbicides

THE PPFA NURSE PRACTITIONER PROGRAM

The PPFA Nurse Practitioner Program, recognized nationally as the industry standard, prepares registered nurses to become highly skilled family planning nurse practitioners. Last year, the program successfully completed its transformation from a grant-based residential program to a tuition-based distance-learning program. During that time we

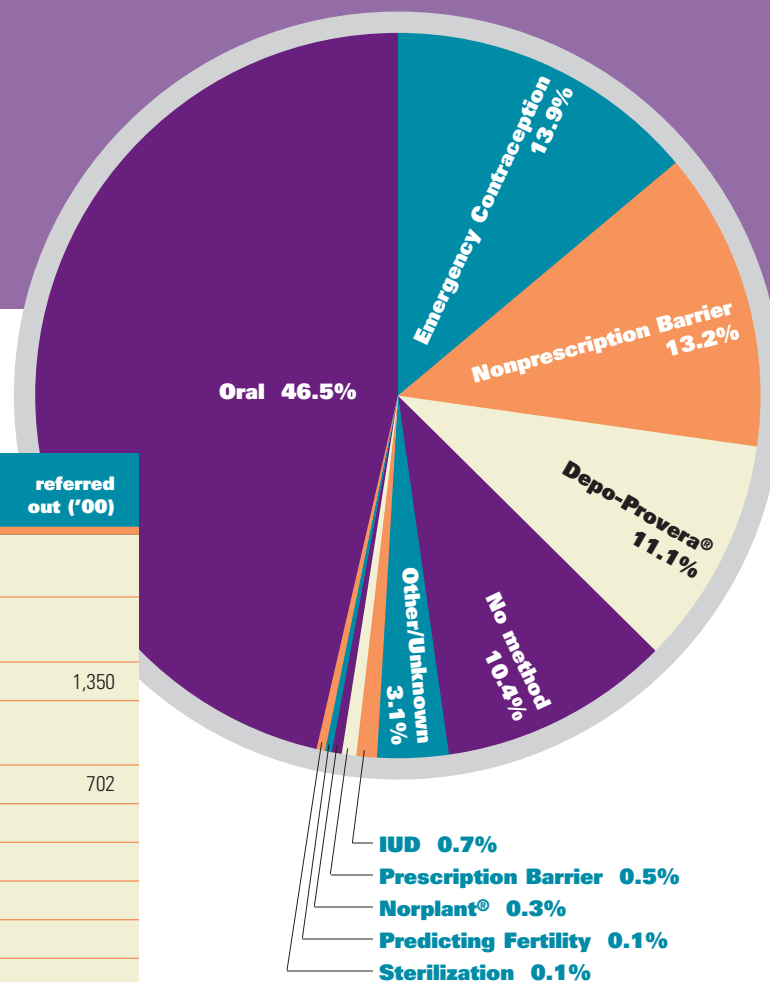
- ✱ trained 49 women's health nurse practitioners
- ✱ created a new grant-funded specialty curriculum offering "GYN for the Non-GYN Clinician," "Introducing Male Services into Your Clinical Practice," and "Clinical Skills in Reproductive Health" to 50 participants
- ✱ hosted more than 400 nurse practitioners, physician assistants, and nurse midwives at the *25th Annual Post-Graduate Seminar for Nurse Practitioners in Women's Health Care*

AFFILIATE SERVICE SUMMARY

	1999	2000	% change 1999-2000	referred out ('99)	referred out ('00)
Reversible Contraception Clients, Women	1,807,350	1,872,544	3.6%		
Emergency Contraception Kits	112,807	310,000	275%		
Tubal Sterilization Clients	840	597	(28.9)%	2,405	1,350
Reversible Contraception Clients, Men	38,632	49,313	27.6%		
Vasectomy Clients	2,445	2,266	(7.3)%	790	702
Abortion Procedures	182,792	197,070	7.8%		
HIV Testing Clients, Women	111,479	122,347	9.7%		
HIV Testing Clients, Men	30,943	30,262	(2.2)%		
Prenatal Clients	18,878	17,700	(6.2)%		
Infertility Clients	516	204	(60.5)%		
Colposcopy Procedures	28,620	29,085	1.6%		
Cryotherapy Procedure	5,931	4,629	(22.0)%		
Midlife Clients	21,103	16,927	(19.8)%		
Pregnancy Tests	1,035,486	1,007,310	(2.7)%		
Breast Exams/Breast Care	1,100,901	1,086,654	(1.3)%	9,382	8,172
Adoption Referrals To Other Agencies				2,999	2,486
Primary Care Clients	21,007	21,836	3.9%		
Other Services, Women	63,786	78,846	23.6%		
Other Services, Men	9,229	9,022	(2.2)%		
TOTAL*	4,594,043	4,856,612	3.9%	15,576	12,710
Total Unduplicated Clients	2,509,663	2,651,209	5.6%		

*If clients received multiple services, they are counted in each service.

NOTE: Some affiliates have made corrections to their 1999 reports and not all numbers will match last year's report.



CONTRACEPTIVE METHODS CHOSEN BY PLANNED PARENTHOOD CLIENTS 2000

Rounded to the nearest tenth percent

WE

*believe in inclusion and
diversity — and the power
and knowledge they confer.*

*believe that women should
have an equal place at
life's table, and
be respected as
moral decision makers.*



Improving the Quality of Reproductive Health Care

PRESERVING TITLE X

Making use of the stories women tell us about their lives, and with strong, coordinated coalition and grassroots lobbying efforts nationwide, PPFA helped preserve Title X, America's family planning program, achieving a funding increase of \$15 million, for a total of \$254 million. Title X subsidizes contraceptive services, basic ob/gyn care, screening for sexually transmitted infections, and pregnancy testing and referrals for millions of low-income women and teenagers. Even though Title X prevents hundreds of thousands of unintended pregnancies and saves millions of tax dollars each year, opponents of family planning continually try to cripple this program.

REACHING IN: THE PLANNED PARENTHOOD DIVERSITY INITIATIVE

To maintain social justice throughout our organization and to help all our clients make responsible choices, we continued our federation-wide Diversity Initiative. We

- ✱ expanded a cadre of affiliate-based diversity advocates through two additional sessions of the Training of the Trainer Program
- ✱ conducted affiliate diversity trainings
- ✱ published *Cultivating Diversity — Organizing Within and Without*, a coalition building booklet
- ✱ launched a vendor diversity and coalition-building project
- ✱ developed a Vision For 2025 diversity goal — helping Planned Parenthood become the model for embracing diversity and expanding the decision-making power base of its stakeholders



ERICKSON V. BARTELL DRUG CO.

In June 2001 — in the first case to address the issue — Planned Parenthood won a ruling from a federal judge in *Erickson v. Bartell Drug Co.* that an employer's exclusion of prescription contraception from its health benefits plan is illegal sex discrimination.

The court ruled, "In light of the fact that prescription contraceptives are used only by women, [the] choice to exclude that particular benefit ... is discriminatory." Prior to the decision, we obtained a ruling from the Equal Employment Opportunity Commission holding the same.

Planned Parenthood also created the Fair Access to Contraception Project, which includes the Web site, www.covermypills.org. The project's main goals are to educate women about persuading their employers to provide prescription contraceptive coverage, and to expand access to contraception through legal proceedings and federal and state legislation.



LEADERSHIP INSTITUTE

Advancing our mission and meeting the goals of our vision for the next 25 years requires high quality leadership at all levels. The PPFA Leadership Institute provides up-to-date information and skill-building techniques — encouraging success and professional growth among board members, national staff, and affiliate leaders.

During the past year, we

- ✱ held 15 half-day workshops on topics ranging from "Living and Working in Balance" to "Leading Your Board from Bored to Bold" before the Annual Conference for more than 170 affiliate CEOs and board chairs
- ✱ presented three multi-day senior manager development workshops to more than 60 affiliate leadership staff members
- ✱ conducted two orientations for new affiliate CEOs

RESPONDING TO THE CRISIS IN KOSOVO

The PPFA Kosovo relief effort, which began in April 1999, was successfully completed last year. In response to the crisis, the national office and affiliates provided funding for desperately needed reproductive health services, supplies, and medical training to alleviate the suffering of thousands of Kosovar women.

Over the last three years, we contributed a total of \$232,736 to the Albanian Family Planning Association to assess needs for family planning, create programs to meet those needs, and establish a non-governmental organization, the Kosovar Association for the Health Planning of the Family. These organizations raise knowledge and awareness — especially among young people — about reproductive health, family planning, safer sex, and unsafe abortion; train reproductive health care providers; and advocate for expanded reproductive rights.

We

*believe in action — to
make things happen and to
improve people's lives and
circumstances.*

*believe in acting courageously,
especially as allies with
those who have little or no
voice and little or no power.*



PPFA published several National Health Information Award-winning client education brochures about abortion.

Ensuring Access to Abortion

DEFENDING WOMEN'S RIGHT TO CHOOSE

Access to abortion is vital to women's ability to make responsible choices about reproduction. Through our work in our communities, the courts, state legislatures, and Congress, Planned Parenthood strives to preserve — and expand — access to abortion services for all women who face unwanted pregnancy.

SOME NATIONAL OFFICE ACTIVITIES

To protect our clients and staff from anti-choice violence in the past year, we

- published and distributed the new *PPFA Affiliate Security Manual*
- in coalition with the National Abortion Federation and the Feminist Majority Foundation, held 10 briefings on clinic violence and security and distributed 500 copies of our new *Resource Guide on Violence Against Reproductive Health Centers*
- provided security reviews, training, and assistance for 81 affiliates
- held a basic security school for 16 new affiliate security coordinators
- granted more than \$200,000 to affiliates for upgrading security hardware
- initiated the National Organization Security Project (NOSP) to standardize security policies and procedures for all national office facilities and staff

We continued our efforts in the courts to protect and defend the reproductive rights of women. Last year we obtained

- a ruling from the Tennessee Supreme Court recognizing that the right to choose abortion is a fundamental right under the Tennessee Constitution
- a preliminary injunction from the federal court allowing the continued building of a new Planned Parenthood health center in Manchester, NH, despite anti-choice opposition
- an injunction against an Idaho law that placed restrictions on minors access to abortion services and required a woman to present “positive identification” in order to obtain an abortion

We also continued to litigate in efforts to challenge

- restrictive abortion laws and won favorable rulings in Virginia, New Jersey, Wisconsin, and Michigan

- ✱ the exclusion of Planned Parenthood affiliates from a state-funded family planning program in Missouri

ROEvBUSH.COM

PPFA developed ROEvBUSH.com to educate the public and block the confirmation of John Ashcroft as U.S. attorney general. The Web site was a great success — with more than 4.3 million hits in the first six weeks.

A “choicemobile” at the Emergency Action for Women’s Lives distributed ROEvBUSH.com T-shirts, buttons, and signs, which were seen throughout the crowd.

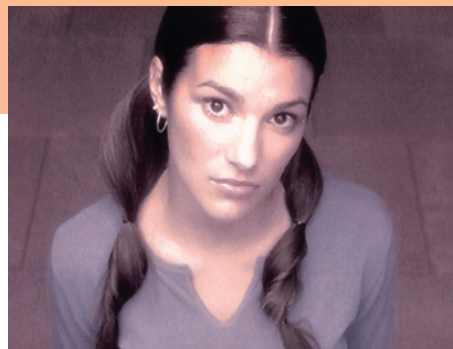
Our unprecedented grassroots outreach, tremendous affiliate work, and strong coalition efforts nearly brought down the nomination. Despite nearly universal approval at the outset, 42 senators voted against confirmation, and the new administration was put on notice about the strength of our movement and our determination to fight any anti-choice Supreme Court nomination to the end.



SOME AFFILIATE ACTIVITIES

Planned Parenthood affiliates nationwide work to preserve and expand access to all reproductive health care services and to urge the pro-family planning, pro-choice majority of Americans to voice their pro-choice views.

- ✱ Through the Pro-Choice Organizing Project, and in collaboration with PPFA and NARAL, affiliates in 20 states identified one million new pro-choice supporters for activist efforts.
- ✱ Intermountain Planned Parenthood (Montana) used coalition efforts and new technologies, available through the Pro-Choice Organizing



Project, to defeat every anti-choice bill that was introduced.

- ✱ Planned Parenthood of the Chicago Area set up EC4U.org to provide emergency contraception prescriptions for EC online. The affiliate also was instrumental in getting a bill passed to ensure that rape victims will receive information about EC in hospital emergency rooms — even those affiliated with anti-choice religions.
- ✱ Planned Parenthood of Middle and East Tennessee sponsored a luncheon for religious leaders in Nashville — Buddhist, Christian, Jewish, and Muslim — increasing membership and participation in the PPFA Pro-Choice Religious Network.
- ✱ Planned Parenthood of Orange and San Bernardino Counties (California) heavily lobbied elected officials and prevented the establishment of a request for a fee waiver to deny the provision of EC in county-based clinics. PPOSBC’s mobilization of the pro-choice community also blocked the potential for appeal.

MIFEPRISTONE

Over the course of the year since the U.S. Food and Drug Administration (FDA) approved the use of mifepristone (formerly known as RU-486) for safe and early medical abortion, we

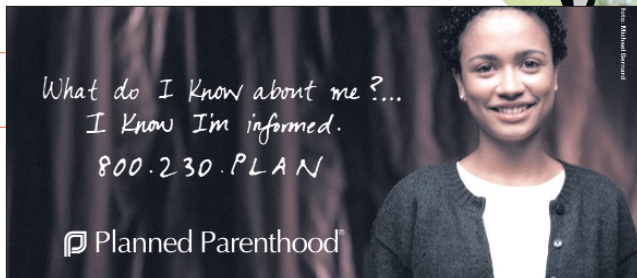
- ✱ developed standards and guidelines for the provision of mifepristone
- ✱ improved and expanded medical abortion services with grant money, which enabled 45 Planned Parenthood affiliates to offer medical abortion services to clients in 88 health centers nationwide
- ✱ published *Medical Abortion* and *Aborto Médico*

WE

*believe that every right is
tied to responsibility and
that the fulfillment of
responsibility is itself a
source of joy.*

*believe that the free and
joyous expression of one's
own sexuality is central
to being fully human.*

Gloria Feldt
PPFA President



Delivering the Messages to Achieve This Agenda

INFORMING THE PUBLIC

Providing information to help people make responsible choices has been our mission since 1916. Our clients, the general public, students, policymakers, the media, Web surfers, and researchers continue to look to us for information about sexual and reproductive health and U.S. health policy.

INCREASING VISIBILITY

The media has a major impact on what political leaders, activists, and members of the community know and believe about reproductive health and rights issues. That's why PPFA works hard to maintain and enhance our position as a primary and highly respected source of information for producers, editors, and journalists. Our leadership position and bold stances allow us to define the debate, while correcting distortions advanced by anti-family planning, anti-choice extremists.

Every day, through a broad array of interviews and exchanges with newspapers, magazines, radio and television shows, and new media outlets, PPFA advocates powerfully for reproductive freedom. Thousands of news stories cited the work of Planned Parenthood last year. They included hundreds of interviews with PPFA President Gloria Feldt by network television and radio news programs, major newspapers and magazines, wire services, and leading Web sites. Coverage included stories carried by the Associated Press, the *Boston Globe*, the *Chicago Tribune*, *The New York Times*, the *Los Angeles Times*, Reuters, the *Wall Street Journal*, the *Washington Post*, *USA Today*, ABC-TV, CBS-TV, CNN-TV, NBC-TV, Fox Television, National Public Radio (NPR), ABC Radio, CNN Radio, the Public Broadcasting System, MSNBC, and many more.

THE NATIONAL ADVERTISING CAMPAIGN

Our National Advertising Campaign experienced continued success in transforming the PPFA mission into visual and audio messages for the public. Last year we launched new award-winning campaigns for the Responsible Choices® Action Network and Vox®: *Voices for Planned Parenthood*, and created print ads for the Emergency Contraception Awareness



Campaign, teenwire®.com, and Planned Parenthood Global Partners. Thanks to the generous support of our donors, Planned Parenthood ads have appeared in 69 editions of popular national magazines, including *George*, *Heart & Soul*, *Latin Girl*, *New Yorker*, *Self*, *Teen Voices*, and *Vanity Fair*.

An affiliate-funded project to produce service ads for radio and television led to an increase in new client visits to our health centers. The Telly award-winning ad campaign — “What do I know about me?” — informed the public about affiliates’ full range of services and helped position Planned Parenthood as the leader in equity and inclusivity when it comes to access to reproductive health care.

WWW.PLANNEDPARENTHOOD.ORG

Reaching out to millions of diverse individuals through the Internet, plannedparenthood.org logged more than 650,000 visits per month (up from 420,000 per month in the previous year). This PPFA Web site now ranks number seven in the world for number of visits to a health Web site, and offers

- ✱ contact information for every Planned Parenthood affiliate
- ✱ comprehensive information about all aspects of sexual and reproductive health, including a growing list of Spanish-language titles and links to other Spanish-language resources
- ✱ a new Member Section for donors
- ✱ Responsible Choices Action Network “action alerts” and Legislative Action Center, providing activists with an easy way to contact members of Congress via e-mail, fax, or postal mail
- ✱ new sections with information about PPFA’s international programs
- ✱ an online store for purchase of Planned Parenthood sexual and reproductive health resources and products — including a Books-to-Read section linked to Amazon.com, royalties from which are paid to PPFA

WWW.TEENWIRE.COM

The PPFA fully confidential Web site teenwire®.com is a place where teens can safely and comfortably get the answers they need to questions they may not be able to ask their parents, doctors, or peers — questions about sex, relationships, and lifestyles. The site was nominated for a Webby Award in two categories this year — Best Health Web site and Best Kids Web site.

Receiving 300,000 visits a month and more than 400 personal inquiries a week, the number of visits to teenwire.com increased by nearly 100 percent over last year. New features on teenwire.com include a Spanish-language section; “Deal With It,” a resource list of organizations, hotlines, and Web sites for teens in crisis situations; and “Now Playing,” which offers dramatic films about sexual health issues, produced by Scenarios USA.

CONSUMER HEALTH PUBLICATIONS

PPFA produces and distributes award-winning print and online publications that are vital to people’s ability to make responsible choices about their sexual and reproductive health. During the past year Planned Parenthood affiliates and other health care providers distributed more than 1.8 million PPFA pamphlets, including five newly published titles: *Is This Love? — How To Tell If Your Relationship Is Good For You*, *Genital Warts — Questions and Answers*, *How Do You Know When You’re Ready For Sex?*, *HPV and Cervical Cancer — Questions and Answers*, *Is Abstinence Right For You?*, and *Como Hablar Con Los Niños Sobre la Sexualidad*.



We

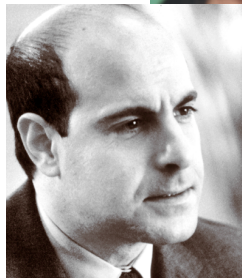
*believe in passion — for
change, for justice, for
easing the plight of others,
for caring, for living
our convictions, and for
confronting inhumane acts.*

William Macy



Whoopi Goldberg

Stanley Tucci



Betty Buckley



Shawn Colvin



Delivering the Messages to Achieve This Agenda

KATHARINE DEXTER MCCORMICK LIBRARY

The Katharine Dexter McCormick Library serves the research and information needs of PPFA staff and volunteers nationwide, as well as researchers, other sexual health professionals from around the world, and the general public. Last year, the library drew from its collection of 5,900 books, 22,000 articles, pamphlets, journals, and historic photographs and videotapes to respond to more than 1,500 requests for information and to publish 20 fact sheets and the resource listings for bimonthly issues of *Educator's Update*.

FAMOUS FACES

More than 300 high-profile leaders in the arts and entertainment industry are members of the PPFA Board of Advocates (BOA). Their public support for the PPFA mission is extremely valuable. Last year

- ✱ Blythe Danner, Cynthia Nixon, Stanley Tucci, Heather Tom, Eve Ensler, and Joan Osborne appeared on RoevBush.com and joined other BOA members in sending faxes and e-mails to the White House and Congress to denounce the nomination of John Ashcroft
- ✱ William H. Macy and Felicity Huffman, new BOA members, publicized their support of the Planned Parenthood mission on plannedparenthood.org
- ✱ Julianne Moore and Ashley Judd supported Planned Parenthood during publicity junkets, and Lucy Liu authored a column in *Glamour* magazine on international family planning
- ✱ Kathleen Turner (BOA chairperson), Betty Buckley, Elayne Boosler, Richard North Patterson, and many other BOA members participated in the PPFA Maggie Awards ceremony at the 2001 Planned Parenthood Annual Conference, honoring the arts and entertainment industry and the media for promoting reproductive health and rights
- ✱ Sarah Jessica Parker, Whoopi Goldberg, and Phyllis Diller were among the many members who donated autographed items to our affiliate auction project — raising crucial funds for Planned Parenthood health centers
- ✱ Shawn Colvin, Sharon Gless, Mia Farrow, and Sarah Weddington were just a few of the members who attended affiliate functions nationwide — recruiting new advocates and generating revenue for Planned Parenthood affiliates

PPFA CLERGY ADVISORY BOARD

The PPFA Clergy Advisory Board leads a national effort to increase public awareness about the spiritual, ethical, and moral dimensions of reproductive choice and to encourage clergy and lay religious leaders to support the Planned Parenthood mission and programs by joining the PPFA Pro-Choice Religious Network. The network has more than 2,000 members who receive the newsletter *Clergy Voices* three times a year.

Last year, for the first time, PPFA participated in a nondenominational convention to inform members of the clergy about our educational programs and to encourage them to join the Responsible Choices Action Network. Another first — made possible by a grant from the Planned Parenthood Foundation — was a collaboration between the PPFA Clergy Project and Planned Parenthood of Metropolitan Washington to provide training for seven affiliates that are committed to building partnerships with religious institutions in their communities.

VOX®: VOICES FOR PLANNED PARENTHOOD

Vox: Voices for Planned Parenthood is a nationwide program that is committed to energizing and mobilizing the new generation of pro-choice Americans. Vox increases young people's awareness of current threats to reproductive health and rights, mobilizes them in support of reproductive freedom, and cultivates their long-term involvement with Planned Parenthood and the pro-choice movement.

Last year, we

- ✱ coordinated affiliate outreach at approximately 300 concerts, providing information for more than 145,000 young people
- ✱ launched an affiliate campus outreach program to build and strengthen pro-choice student groups at universities nationwide
- ✱ published *Health! Choice! Activism!*, the Planned Parenthood guide to campus organizing

Planned Parenthood

There's power in your voice... USE IT!

MARY J. BLIGE

Our voices are powerful. Our voices can tell Congress who we are and what we believe. The threats to our sexual and reproductive freedom are real. Now is the time to use the power of our voices. Be a part of Vox, : Voices for Planned Parenthood. Send your voice straight to Congress. It's fast. It's easy. And it works.

for medical appointments
CALL: 800.230.PLAN

to take action
PLANNEDPARENTHOOD.ORG/VOX

- ✱ featured celebrities in our national advertising campaign to raise awareness about the threat to reproductive health and rights, including Mary J. Blige, and Board of Advocate members Joan Osborne and Julia Stiles
- ✱ joined *Youth Vote* — a national nonpartisan coalition of organizations working to encourage civic and political participation among our nation's young adults

WE

*believe in leadership based
upon collaboration rather
than hierarchy.*

POWER THE PROMISE: PLANNED PARENTHOOD CAMPAIGN FOR THE FUTURE

In 2001, Planned Parenthood launched a five-year, \$300 million federation-wide fundraising campaign that combines the resources of Planned Parenthood affiliates at local and state levels and the nationwide and international reach of the national organization. The campaign will strengthen the federation and the global reproductive health movement through the following:

- ✱ public policy efforts to advance pro-choice, pro-woman policies nationwide
- ✱ a social marketing initiative to change attitudes and encourage healthy sexual behavior
- ✱ information technology to facilitate access to crucial reproductive health education and services worldwide
- ✱ new service delivery models to facilitate expansion and reach underserved populations
- ✱ international programs to promote and secure reproductive rights and services worldwide

Gifts that Support Planned Parenthood

Planned Parenthood Federation of America relies on the generosity of individuals, foundations, and corporations to support our domestic and international programs. There are many ways donors can help us achieve our mission on behalf of women and families around the corner and around the world.

OUTRIGHT GIFTS When you become a member of Planned Parenthood Federation of America, you help fight for family planning and reproductive rights worldwide. Gifts can be made for unrestricted support of Planned Parenthood programs or for a specific purpose. (Member Services 212-261-4359)

PLANNED GIFTS AND BEQUESTS Learn how to secure reproductive freedom for future generations by naming PPFA in your will, or by receiving life income through Charitable Remainder Trusts, Charitable Gift Annuities, or the Planned Parenthood Pooled Income Fund. (Gift Planning 212-261-4345)

GIFTS ONLINE It is now easier than ever to make a donation to Planned Parenthood Federation of America. Just log on to our Web site, www.plannedparenthood.org, and use our secure connection to make a tax-deductible gift with your credit card. It is a wonderful and convenient way to help us continue our work for women and families everywhere. (Online Giving 212-261-4669)

SUSTAINING MEMBERSHIP Strengthen PPFA through monthly, bimonthly, or quarterly contributions. Gifts may be transferred directly from your bank account or credit card. (Sustaining Members 212-261-4682)

GIFTS OF STOCK Receive a charitable deduction for the full market value of your gift at the date of transfer, as well as an exemption from capital gains tax, on shares you have owned for at least one year. (Member Services 212-261-4692)

MEMORIAL OR HONORARY GIFTS Celebrate special individuals or occasions with gifts in their honor. (Member Services 212-261-4359)

DESIGNATED GIFTS AT THE WORKPLACE Help sustain PPFA, the Planned Parenthood Foundation, and Family Planning International Assistance through Independent Charities of America, International Service Agencies, United Way, and other federated campaigns. (Workplace Giving 212-261-4669)

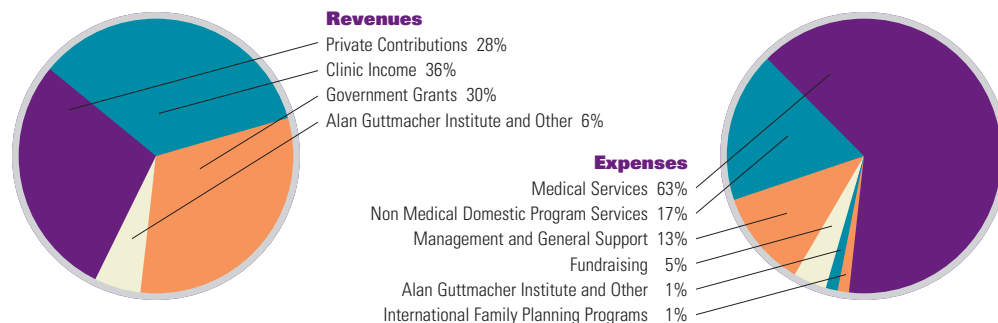
MATCHING GIFTS Your employer may double or even triple the value of your contribution. Your company's personnel office can supply appropriate information. (Member Services 212-261-4320)

Summary of Financial Activities

For the year ended June 30, 2001

COMBINED STATEMENT OF REVENUE, EXPENSES & CHANGES IN NET ASSETS FOR THE YEAR ENDED JUNE 30, 2001 OPERATING AND OTHER FUNDS (ALL AMOUNTS IN MILLIONS)

	Total [A]	Affiliates	National Office	Eliminations [B]
Revenue				
Clinic Income	241.0	241.0	0.0	
Government Grants and Contracts	202.7	202.6	0.1	
Private Contributions and Bequests	189.5	118.1	73.7	(2.3)
Support From Affiliates	0.0 (c)	0.0	5.5	(5.5)
Other Operating Revenue	28.3	31.3	(1.3)	(1.7)
Alan Guttmacher Institute (12/31/00)	6.4 (d)	7.1		(0.7)
TOTAL REVENUE	672.6	600.1	78.0	(10.2)
Expenses				
Domestic Programs: SEE PAGES				
A. Medical Services 5-7,9,13	397.2	398.9		(1.7)
B. Sexuality Education 4-5	34.3	34.3		
C. Public Policy 2-3,7,10,11-13	24.5	24.5		
D. Services to the Field of Family Planning 2-5,7-8,10-17,20	27.6		27.6	
E. Service to Affiliates 3-5,7-8,10-17,20	19.0		19.0	(3.0)
Total Domestic Programs	499.6	457.7	46.6	(4.7)
International Family Planning Programs 6-7,11	8.2	0.0	8.2	
Total Program Services	507.8	457.7	54.8	(4.7)
Supporting Services				
A. Management and General	78.7	71.2	7.5	
B. Fundraising	33.9	23.8	10.1	
Total Supporting Services	112.6	95.0	17.6	
Other Expenses				
A. Payment to Related Organizations	2.0	7.5	0.0	(5.5)
B. Alan Guttmacher Institute	6.6	6.6	0.0	
Total Other Expenses	8.6	14.1	0.0	(5.5)
TOTAL EXPENSES	629.0 (e)	566.8	72.4	(10.2)
Excess of Revenue Over Expenses	38.9	33.3	5.6	0.0
Other Changes In Net Assets	0.9	0.9	0.0	0.0
NET ASSETS: Beginning Year	600.0	543.4	56.6	0.0
NET ASSETS: End Year	639.8	577.6	62.2	0.0



COMBINED BALANCE SHEET: NATIONAL AND AFFILIATES AS OF 06/30/2001 (ALL AMOUNTS IN MILLIONS)

	Total [A]	Affiliates	National Office	Eliminations [B]
Assets				
Current Assets	400.0	357.1	44.6	(1.7)
Property, Equipment, Endowment, Other	350.3	303.2	47.1	
Total Assets:	750.3	660.3	91.7	(1.7)
Liabilities and Net Assets				
Current Liabilities	61.8	49.5	14.0	(1.7)
Mortgages, Notes Payable, Other	48.7	33.2	15.5	
Total Liabilities:	110.5	82.7	29.5	(1.7)
Net Assets				
Unrestricted	251.0	233.9	17.1	
Property & Equipment	176.8	173.9	2.9	
Temporary Restricted	84.8	58.4	26.4	
Permanently Restricted	127.2	111.4	15.8	
Total Net Assets	639.8	577.6	62.2	
Total Liabilities and Net Assets	750.3	660.3	91.7	(1.7)

A list of all organizations that received contributions from PPFA during the year that ended June 30, 2001, may be obtained by writing to PPFA, 810 Seventh Avenue, New York, NY 10019.

Audited statement available on request from the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271.

(a) National office figures reflect operations of Planned Parenthood Federation of America, Inc., Planned Parenthood Action Fund, Inc. (including its Political Action Committee), and The Planned Parenthood Foundation for the year ended June 30, 2001. Affiliate figures reflect the operations of 128 Planned Parenthood affiliates and are based upon amounts reported in affiliate audited financial statements for fiscal years ended during 2000.

(b) Payments and receipts between affiliates and the national office have been eliminated. These include dues, rebates, insurance payments, and payments to the Alan Guttmacher Institute. Related adjustments have been made to the balance sheet.

(c) Includes corporate contributions, foundation grants, and support from more than 700,000 active individual contributors, including individual contributions received through International Service Agencies and Federal Service Campaigns (on-the-job solicitation and contributions through payroll deduction plans for employees of federal and state governments and participating corporations). This also includes \$21.3 million of bequests.

(d) The Alan Guttmacher Institute, a special affiliate to which PPFA supplies some support, is an independent, not-for-profit corporation for reproductive health research, policy analysis, and public education.

(e) Expenses do not include capitalized expenditures for property, plant, and equipment and repayment of related loans, but do include depreciation and amortization of such property, plant, and equipment and interest expense on such loans.

Annual Awards 2001

Each year, Planned Parenthood presents prestigious awards to recognize exceptional contributions made in the fields of sexual and reproductive health and rights.

PPFA Margaret Sanger Award

Our highest honor was presented in 2001 to an ally whose dedication to reproductive choice is exemplary — Kathleen Turner, celebrated film and theater actor, who has also served as national chair of the PPFA Board of Advocates since 1995. As a passionate advocate, Ms. Turner “... hope[s] that as long as there are people who will take away or limit our most basic human rights, there will be people like us to defend those rights. Grandmothers and mothers who will join together to fight the battles and celebrate the victories with their daughters and granddaughters ...”



PPFA Maggie Awards

The Maggies recognize exceptional media coverage of reproductive health issues. In 2001, they were presented to

THE QUEEN LATIFAH SHOW for the talk show episode, “Teens Desperate to Have Babies: Convincing Them to Wait” • *THE LOS ANGELES TIMES* for newspaper articles on sexual and reproductive health • *DALLAS MORNING NEWS* for newspaper editorials on sexual and reproductive health • *THE FEMINIST MAJORITY FOUNDATION* for their Web site www.feminist.org • *THE HISPANIC RADIO NETWORK* for the radio show *Mundo 2000* — “International Women’s Day” • *GENERAL HOSPITAL* for daytime drama about sexual and reproductive health • *THIRD WATCH* for the television episode,

“Faith” • *GLAMOUR MAGAZINE* for the article “Why I Risk My Life to Do Abortions” • *THE CONTENDER* film by Rod Lurie • *PATT MORRISON* for her columns in the *Los Angeles Times* • *JOAN OSBORNE* musician, for advocacy and education • *PROTECT AND DEFEND* the novel by Richard North Patterson

The Ruth Green Award

The Ruth Green Award honors a Planned Parenthood affiliate CEO chosen by her or his peers for exemplary leadership with boards and volunteers in planning, public affairs, and fundraising. In 2001, it was presented to Sue Momeyer CEO, Planned Parenthood of Southwest Ohio and Northern Kentucky, for nearly three decades of outstanding service and dedication to Planned Parenthood and its mission.

Affiliate Excellence Awards

In 2001, PPFA presented these awards for outstanding achievements by Planned Parenthood affiliates:

Achievements in Diversity **PLANNED PARENTHOOD OF THE MID-HUDSON VALLEY** • *Board Development* **PLANNED PARENTHOOD OF CONNECTICUT** • *Clinical Service Expansion and Outreach* **PLANNED PARENTHOOD OF THE COLUMBIA/ WILLAMETTE** • *Clinical Training* **PLANNED PARENTHOOD OF THE ROCHESTER/ SYRACUSE REGION AND PLANNED PARENTHOOD SOUTHEASTERN PENNSYLVANIA** • *Community Education* **PLANNED PARENTHOOD SOUTHEASTERN PENNSYLVANIA** • *Marketing, Media, and Public Relations* **PLANNED PARENTHOOD OF ORANGE AND SAN BERNARDINO COUNTIES** • *Public Affairs* **PLANNED PARENTHOOD/CHICAGO AREA** • *Ruth Mott Rawlings Mott Award For International Excellence* **PLANNED PARENTHOOD OF HOUSTON AND SOUTHEAST TEXAS** • *Shannon Lowney/Lee Ann*

Nichols Award for Innovative Medical Services **PLANNED PARENTHOOD OF GEORGIA** • *Special Efforts Serving Teens* **PLANNED PARENTHOOD OF THE ST. LOUIS REGION** • *Volunteer Excellence* **PLANNED PARENTHOOD LOS ANGELES** • *Winston E. Forrest Jr. Award for Excellence in Private Fundraising* **PLANNED PARENTHOOD OF CHESTER COUNTY**

The PPFA Volunteer Award honors a volunteer who has provided outstanding service to PPFA affiliates and to the Planned Parenthood mission. In 2001, the recipient was Gerhart Friedlander, for his active and committed volunteer service in a variety of capacities for more than 32 years with Planned Parenthood of East Suffolk and Planned Parenthood of Suffolk County.

The 2000 Young Volunteer of the Year Award honors a person under 40 who has made a significant contribution to his/her affiliate, and it recognizes the affiliate for reaching out to the next generation of leaders. In 2001, the recipient was 18-year-old Amanika Kumar, from Planned Parenthood of North East Pennsylvania, for her exceptional leadership, community mentoring, and fundraising activities that support and further the mission of Planned Parenthood.

The Senator Barry Goldwater Award PPFA Republicans for Choice honored Senator Jeff Wentworth of Texas District 25 with the Senator Barry Goldwater Award, presented annually to Republican leaders who have demonstrated courage and leadership in promoting policies that enable women to make private decisions about their reproductive lives.

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is a member of the
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Parenthood Federation
(IPPF), comprising family
planning associations in
more than 150 countries.**

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DE MOGOLLÓN**

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INGAR BRUEGGEMANN



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New York, NY 10019**

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for an appointment with your nearest
Planned Parenthood center.**

**www.plannedparenthood.org
www.teenwire.com**

