



**PLANNED  
PARENTHOOD**  
FEDERATION OF AMERICA

Annual Report 2007–2008

**PLANNED  
PARENTHOOD  
MATTERS**

## PLANNED PARENTHOOD MATTERS

### ABOUT PLANNED PARENTHOOD® FEDERATION OF AMERICA

Planned Parenthood Federation of America, Inc., (PPFA®) is the nation's leading sexual and reproductive health care provider and advocate serving women, men, teens, and families. We do more than any other organization in the United States to prevent unintended pregnancies and protect women's health and safety.

Planned Parenthood provides the highest quality sexual and reproductive health care, education, and information to five million women, men, and teens worldwide each year. Planned Parenthood's 97 affiliates operate nearly 880 local health centers across the United States. Planned Parenthood's real-world experience as a provider of health care services informs our policies and advocacy. In partnership with more than four million activists, supporters, and donors, we promote effective education and prevention policies, protect a woman's right to choose, and challenge government interference in the most personal decisions of women and their families.

Planned Parenthood Federation of America is a not-for-profit organization led by experts in medicine, sexual health, advocacy, law, communications, and fundraising. Our national offices in New York City and Washington, DC, provide support for the dual health and advocacy mission of our affiliates across the country.

Separately incorporated, the Planned Parenthood Action Fund strengthens our commitment to protect women's health, educate teens, and reduce the number of unintended pregnancies through advocacy, lobbying, and voter education.

# PLANNED PARENTHOOD MATTERS

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## A MESSAGE FROM **OUR CHAIR AND OUR PRESIDENT**

As we write this letter to proudly review the important work of Planned Parenthood over the past year, it is in the midst of enormous optimism about the new direction of our country and new opportunities to make lasting change in the lives of women and families, here and around the globe. Planned Parenthood and our affiliates reach every corner of America and we are an essential community institution in every state. And in these uncertain and difficult economic times, women and men increasingly are turning to us as a trusted, affordable health care provider.



Cecile Richards



Elena Marks

Planned Parenthood matters. We matter to women, men, and teens around the corner and around the world — generations of whom have turned to us to protect their reproductive health. Planned Parenthood matters to the health and well-being of

- **more than three million** women, men, and teens served in our affiliate health centers nationwide every year
- **more than 1.2 million** teens and adults who receive medically accurate sex education from our affiliates each year
- **nearly a million women**, men, and teens in other countries whose reproductive health needs are met through our international programs annually
- **more than 15 million** people around the world who turn to our websites every year for Planned Parenthood services, information, and opportunities for involvement
- **more than four million** supporters, activists, and donors who heed our call to take a stand on behalf of reproductive health and freedom each year

We are America's oldest, largest, and most trusted reproductive health care provider. And, as we've learned in our 93-year history, when women and men face increasing economic uncertainty and decreasing access to affordable health care, Planned Parenthood matters even more.

In this report, we cover essential Planned Parenthood matters — the programs, the politics, the hard work, the passion, and the facts and figures that make our organization what it is today.

The past year was both trying and triumphant. We continued to endure an administration hostile to the needs of women and to reproductive rights, but never wavered in our fight to protect and expand women's health care — domestically and abroad. And, despite all odds, our affiliates continued to provide top-quality health services, education, and information for women, men, and families everywhere. New health centers were built, more men found our centers for confidential testing and treatment of sexually transmitted infections, and young people turned to us for honest information about sexual health, when our government had left them in the dark.

In the past year, our affiliate health centers provided a wide variety of trusted, high-quality sexual and reproductive health care services. As always, the focus was on prevention. Services included contraception (36 percent of our total services), testing and treatment for sexually transmitted infections (31 percent), cancer screening and prevention (17 percent), and abortion services (three percent). In all, we helped prevent roughly 621,000 unintended pregnancies, and, as a result, we helped avert 295,000 abortions.

We also focused primarily on prevention through our affiliates' age-appropriate, medically accurate sex education programs that reach more than 1.2 million adults and young people in communities nationwide each year.

Our commitment to reproductive health and freedom extends around the world. With the help of our international partners,

we reached 935,000 individuals in 20 developing countries, and we supported their vital work with more than \$2.5 million in grants last year alone.

Online, our reach has grown even more — [www.plannedparenthood.org](http://www.plannedparenthood.org) and [www.teenwire.com](http://www.teenwire.com), our award-winning website for young people, last year together received 1.25 million visits per month, and we look forward to leveraging new technologies to build stronger relationships through the Internet.

And the Planned Parenthood Action Network keeps more than four million activists, supporters, and donors up-to-date and mobilized on our latest campaigns whether it's restoring affordable birth control, fighting dangerous "abstinence-only" programs, or leading the fight against regulations that rob women of access to the full range of reproductive health information and services.

Planned Parenthood is the leading sexual and reproductive health care advocate and provider, with 93 years under our belt. And in the near future, we will play a unique role in helping to shape the health agenda for the new administration.

None of this would be possible without the dedication and determination of Planned Parenthood volunteers, activists, supporters, and staff — the Planned Parenthood family.

Thank you for all you do.

Elena Marks  
PPFA Chair

Cecile Richards  
PPFA President

## **PLANNED PARENTHOOD MATTERS** TRUSTED HEALTH CARE SERVICES

Planned Parenthood has been a trusted source of high-quality, compassionate sexual and reproductive health care for more than 90 years. The number of women, men, and teenagers served by Planned Parenthood affiliate health centers has grown to three million a year — totaling about 30 million since 1916. One in four American women has turned to Planned Parenthood for health care at least once in her life.

**EXCELLENCE IN MEDICAL STANDARDS AND TRAINING**

Planned Parenthood health care experts are recognized authorities in all aspects of reproductive health care, including patient care, health care policy, education, research and technology, and public information.

Last year, in collaboration with the PPFA National Medical Committee of leading U.S. doctors, other health care providers, and researchers, we published new medical guidelines for gynecological conditions and weight management and updated many other standards as part of our ongoing support for innovative, evidence-based clinical services and health care delivery by Planned Parenthood affiliates. We also revamped our protocols for *Follow-Up of Referrals* and *Abnormal Results* and initiated field-testing of our client-focused written materials to ensure they meet our client’s health literacy needs.

In partnership with academic centers, pharmaceutical and biotechnology companies, and state departments of health, Planned Parenthood affiliates undertook several research projects on such subjects as emergency contraception and medication abortion service delivery, in an effort to continuously improve health care services.

To ensure the highest standards of care for our clients, monitor affiliate compliance with *PPFA Standards of Affili-*

*ation* and the *PPFA Manual of Medical Standards and Guidelines*, and protect the Planned Parenthood trademark, we conducted 32 affiliate accreditation reviews, including visits to 136 health centers.

To help strengthen and improve affiliates’ health center operations and education services, we also made more than 173 visits to 61 affiliates to provide technical assistance and training in practice and financial management, business planning, human resource/organizational development and governance, security, and diversity.

Acknowledging creativity in clinical services, we presented the 2007 PPFA Sylvia Clark Award to Planned Parenthood of New Mexico for its “Pills Now Pay Later” program — an innovative technology that allows a patient to take home her entire years’ worth of birth control pills at once, but pay for them over the course of the year through automatic debit or credit card payments. We recognized Planned Parenthood League of Massachusetts with a second-place prize for its Health Center Log System, a dynamic electronic tracking and reporting system that displays real-time patient status.



**HIGH-QUALITY, AFFORDABLE HEALTH CARE PRODUCTS**

Contraception is basic health care, and Planned Parenthood is dedicated to providing women, men, and teens with the highest quality and most affordable products in the face of rising prices and dwindling government support.

In line with our commitment to prevention and to superior products, Planned Parenthood launched a new line of stylishly packaged PROPER ATTIRE® condoms in February 2008, designed to help women feel more comfortable about buying and carrying condoms. PROPER ATTIRE® has proven to be a hit, with more than 12 million condoms sold in the first eight months, more than double the number of condoms Planned Parenthood typically distributes in a year.

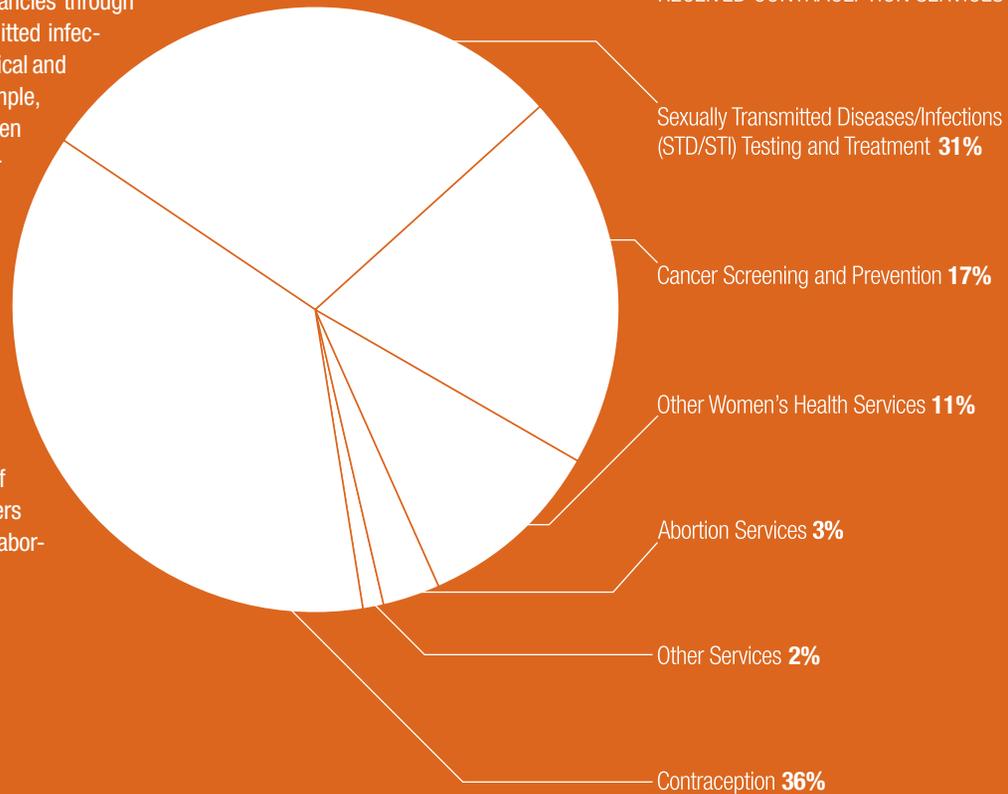
## HEALTH SERVICES

The heart of Planned Parenthood affiliates' work is providing trusted health care services that prevent unintended pregnancies through contraception, reduce the spread of sexually transmitted infections through testing and treatment, and prevent cervical and other cancers through screening. In 2007, for example, Planned Parenthood provided nearly 30,000 women with the new vaccination against the HPVs associated with most cases of cervical cancer.

Planned Parenthood health centers also provide women facing unintended pregnancies with unbiased information about their options — parenting, adoption, and abortion. Planned Parenthood health centers work closely with social service and adoption agencies in their communities to ensure the best possible referrals for women who choose to continue their pregnancies. In 2007, the number of adoption referrals at Planned Parenthood health centers increased by more than 100 percent. The number of abortions provided rose by a little more than five percent.

## TOTAL SERVICES = 10.9 MILLION

PREVENTION IS THE CORNERSTONE OF OUR SERVICES — 82 PERCENT OF OUR CLIENTS RECEIVED CONTRACEPTION SERVICES IN 2007.



**SUMMARY OF SERVICES DELIVERED BY PLANNED PARENTHOOD AFFILIATE**

**HEALTH CENTERS: CALENDAR YEARS 2006 AND 2007**

	2006*	2007
<b>CONTRACEPTION** — 36 PERCENT OF SERVICES IN 2007</b>		
Reversible Contraception Clients, Women	2,453,909	2,360,796
Emergency Contraception Kits	1,436,846	1,423,65
Tubal Sterilization Clients	618	532
Reversible Contraception Clients, Men	95,188	102,405
Vasectomy Clients	2,913	2,882
	<b>3,989,474</b>	<b>3,889,980</b>
<b>SEXUALLY TRANSMITTED DISEASES/INFECTIONS (STD/STI) TESTING AND TREATMENT — 31 percent of services in 2007</b>		
STI Testing and Treatment, Women and Men	2,704,693	2,994,749
HIV Testing Clients, Women	203,478	257,877
HIV Testing Clients, Men	67,795	80,077
HIV Testing Clients, Gender Not Reported	42,887	30,519
	<b>3,018,853</b>	<b>3,363,222</b>
<b>CANCER SCREENING AND PREVENTION*** — 17 percent of services in 2007</b>		
Pap Tests	1,070,449	968,682
HPV Vaccinations	—	29,351
Breast Exams/ Breast Care	882,961	851,232
Colposcopy Procedures	47,557	46,522
LEEP Procedures	3,036	2,652
Cryotherapy Procedures	3,368	2,411
	<b>2,007,371</b>	<b>1,900,850</b>
<b>OTHER WOMEN'S HEALTH SERVICES — 11 percent of services in 2007</b>		
Pregnancy Tests	1,097,397	1,183,325
Prenatal Clients	11,058	10,914
Midlife Clients	11,206	12,783
Infertility Clients	316	318
	<b>1,119,977</b>	<b>1,207,340</b>
<b>ABORTION SERVICES — 3 percent of services in 2007</b>		
Abortion Procedures	<b>289,750</b>	<b>305,310</b>
<b>OTHER SERVICES — 2 percent of services in 2007</b>		
Primary Care Clients, Women and Men	19,557	21,247
Adoption Referrals to Other Agencies	2,410	4,912
Other Services, Women and Men****	140,968	228,964
	<b>162,935</b>	<b>255,123</b>
<b>TOTAL SERVICES PROVIDED</b>	<b>10,588,360</b>	<b>10,921,825</b>
<b>TOTAL CLIENTS SERVED (UNDUPLICATED)</b>	<b>3,140,540</b>	<b>3,020,651</b>

\*Reflects updated data.

\*\*Reversible contraceptive methods chosen by Planned Parenthood clients: oral, 45.7 percent; non-prescription barrier, 17.9 percent; no method, 9.4 percent; progestin-only injectables, 9.3 percent; other/unknown, 6.4 percent; combined hormone ring, 5.5 percent; combined hormone patch, 3.6 percent; IUD, 1.9 percent; prescription barrier, 0.1 percent; fertility awareness-based methods, 0.2 percent.

\*\*\* A colposcopy examination aids in the diagnosis and treatment of abnormal growth cells in the cervix. LEEP and cryotherapy are treatments for abnormal growths.

\*\*\*\* Some examples in this category include WIC services (a federally funded nutrition program for low-income women, infants, and children up to the age of five), pediatric care, and immunizations.

## **PLANNED PARENTHOOD MATTERS**

### REAL EDUCATION FOR WOMEN, TEENS, AND FAMILIES

Planned Parenthood is a recognized leader in advancing sexual health by providing and promoting medically accurate, age-appropriate sexuality information and education. Last year Planned Parenthood affiliates offered effective sexuality education programs to more than 1.2 million youth and adults in communities nationwide. In addition, through our websites and award-winning publications, Planned Parenthood delivers information that is essential to allowing women, men, teens, and families to make responsible choices about their sexual and reproductive health.



*Real Life. Real Talk.*<sup>®</sup> is a social change effort to encourage healthy communication about sexuality within families and communities and, in the process, nurture discussions that are more realistic, positive, and productive for young people. After talking with thousands of parents, teenagers, and community leaders, Planned Parenthood developed this program to give parents the tools they want to be able to talk with their children about sexuality and health. The program reaches out through more than 150 local community partners that do not traditionally work with Planned Parenthood, including public libraries, prominent medical institutions, and faith organizations. Last year, we launched a program in New Haven, CT, and continued programs in Portland, ME, Rockland County, NY, and Tucson, AZ, which will be followed up with telephone surveys to evaluate the impact *Real Life. Real Talk.* has had on these communities.

### AFFILIATE EDUCATION PROGRAMS

Planned Parenthood education and training programs promote healthy sexuality with a variety of strategies, from intensive, long-term youth development interventions, to briefer programs that address contraception or sexually transmitted infections.

#### **All Together Now**

Planned Parenthood educators from seven affiliates participated in an evaluation of PPFA's curriculum, *All Together Now*. Educators delivered the curriculum to more than 300 youth in 11 sites around the country. The curriculum addresses contraception and safer sex, making healthy decisions, and sexual health care. Evaluation outcomes showed a significant increase in students' knowledge, in their attitudes toward using contraception and safer sex practices, and their intention to put these attitudes into practice.

#### **Safer Sex**

Planned Parenthood of Central New Jersey sponsored *Safer Sex*, an educational program about preventing sexually transmitted infections. A follow-up survey found that 99 percent of participating students increased their knowledge about contraception and sexually transmitted infections. The average scores on pre-tests and post-tests improved by 37 percent. Additionally, 95 percent of students indicated they would make healthier choices regarding sexual behavior.

### ONLINE HEALTH INFORMATION: 24/7

Planned Parenthood Online is a collaborative effort of the national organization and participating affiliates to create the leading sexual and reproductive health care resource available to people 24 hours a day, seven days a week. Planned Parenthood Online promotes Planned Parenthood health services, education, and opportunities for involvement across a variety of interactive media platforms, including

- website properties (plannedparenthood.org<sup>®</sup> and teenwire.com<sup>®</sup>, our award-winning website for teens)
- social media (social networking sites, user-generated content sites, and blogs)
- digital outreach (search engines, such as Google)
- e-mail (interactive campaigns and newsletters)

During the past year, Planned Parenthood Online continued to make impressive progress in all our online communications, including

- a monthly high of nearly 900,000 unique visits to plannedparenthood.org

- a monthly high of more than 900,000 health center locator page views on plannedparenthood.org
- a monthly high of more than 15,000 online appointment requests via plannedparenthood.org
- a total of nearly 30,000 social networking participants on Facebook and MySpace
- the launch of two pilot search engine marketing campaigns to promote Planned Parenthood health information and services on Google

The goal of Planned Parenthood Online is to harness interactive technology to overcome barriers to access, and provide an opportunity to vastly increase the number of people Planned Parenthood serves, educates, and engages to make a difference in their lives.

### CONNECTING WITH TEENS

In addition to online resources for teens, a range of programs at the national and affiliate levels promote open dialogue, creative learning, mentoring, community involvement, and peer education opportunities.

## **PLANNED PARENTHOOD MATTERS**

### ADVOCACY FOR REPRODUCTIVE HEALTH AND RIGHTS

In Congress and in statehouses, in the courts, and in the media, Planned Parenthood is a passionate and trustworthy advocate for policies that enable access to comprehensive sexual and reproductive health care, education, and information. We advocate for commonsense policies that promote women's health, prevent unintended pregnancies through effective family planning programs, and protect the health of young people through comprehensive sexuality education.

## ADVOCATING IN WASHINGTON, THE STATES, AND LOCAL COMMUNITIES

In Congress and in state legislatures last year, Planned Parenthood led the effort to pass commonsense, prevention-based legislation to improve the health and reproductive lives of women, men, and teens. With public opinion solidly behind us, Planned Parenthood promoted comprehensive sex education, affordable contraception, and expanded access to the full range of reproductive health services.

A key component of this work has been our campaign to restore access to affordable birth control for low-income women and college students who have seen prices skyrocket since 2007. Planned Parenthood helped ensure passage of the Prevention Through Affordable Access Act in the Senate and will continue this campaign until access is restored.

Thanks in large part to Planned Parenthood's advocacy, the 110th Congress made great strides with respect to family planning: Senate appropriators increased domestic family planning funding and cut funds for failed abstinence-only programs, and House appropriators approved the largest one-year dollar increase ever to international family planning funding.

In addition, the Senate passed its third effort to repeal the harmful global gag rule, which had been reinstated by President Bush to prohibit foreign organizations from receiving U.S. funding for family planning programs if they provided or talked about abortion to

clients, or advocated for improved abortion laws. Fortunately, President Barack Obama overturned the gag rule on January 23, 2009, his third day in office.

Last year, Planned Parenthood also had to spend vital resources fighting a campaign that targeted us directly. In Congress and several states, we defeated efforts to deny funding to Planned Parenthood and other providers committed to offering women the full range of reproductive health information and services.

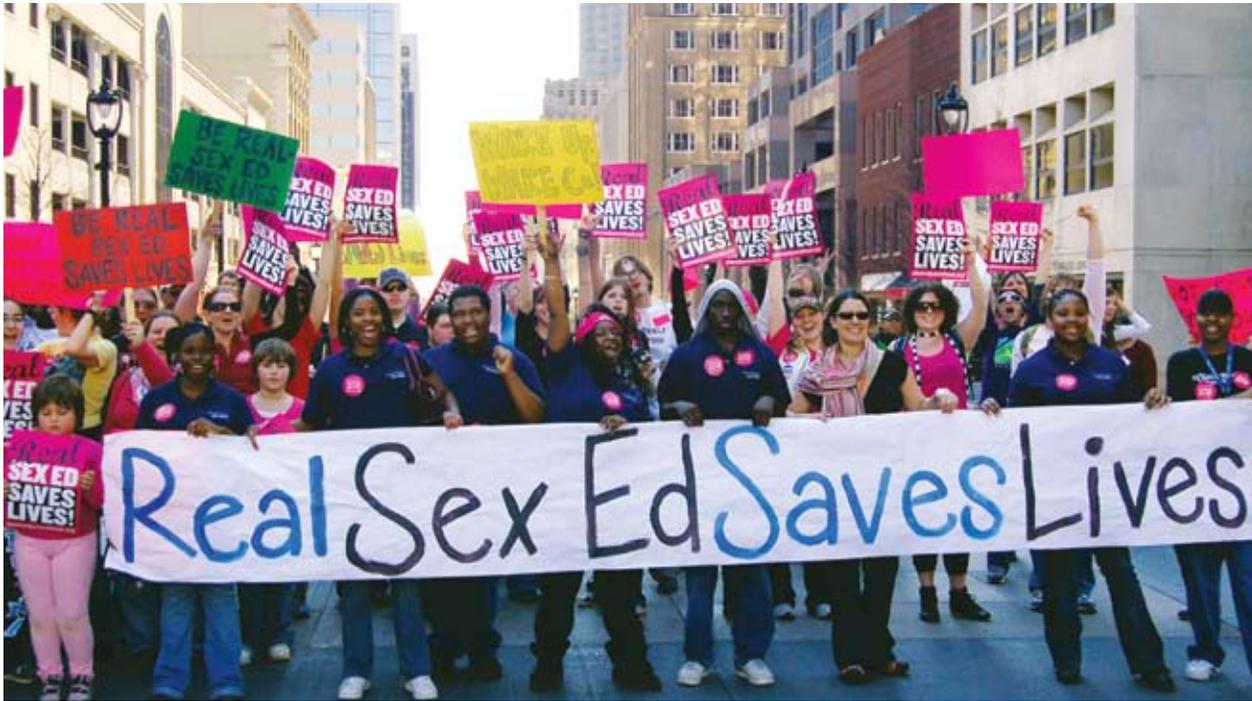
Preparing to embark on new challenges at the federal level — including helping to define health care reform to ensure it promotes women's health under the next administration — we worked in close partnership with our affiliates across the country to improve women's health nationwide. As part of this effort, we created an Elected Officials Network to provide resources, strategies, and an opportunity to network with other pro-choice public officials. Successes at the state level have included the following:

- Last year, 18 states promoted proactive sex education measures, and New York State successfully won an increase in funding for pregnancy prevention programs. We also exceeded our goal of getting half of all states to refuse to apply for Title V abstinence-only funding. In several states, governors stood with Planned Parenthood to speak out



against this dangerous program and in favor of programs that provide teens with the medically accurate information they need to stay safe and healthy.

- States across the country took action to protect birth control. After six long years of hard-fought battles, Wisconsin enacted a Compassionate Care for Rape Victims measure in 2008. Eleven states introduced Birth Control Protection Acts to guarantee the right to access and to use contraception through statutory and/or constitutional protection. Additionally, New Jersey enacted a measure that requires a pharmacy to properly fill all lawful prescription drugs or devices that it carries for customers, without discrimination or delay.
- We also fought back a number of measures designed to ban abortion. In the wake of the U.S. Supreme Court decision upholding the federal abortion ban, seven states (AK, AZ, HI, KY, MI, WI, and WV) considered state-copycat bills, and last year, we helped defeat all of them. Most notably, Planned Parenthood worked with governors in Arizona and Michigan to secure vetoes of these measures.



## PROTECTING REPRODUCTIVE RIGHTS

During the past year, PPFA attorneys were active in state and federal courts across the country, both protecting and expanding access to reproductive health services.

- In New Mexico, we concluded litigation in the state courts that allowed Planned Parenthood of New Mexico to expand access to medication abortion (mifepristone).
- In Ohio, arguing an appeal in the U.S. Court of Appeals, our attorneys urged the court to uphold a lower court ruling that a state law restricting access to medication abortion is unconstitutional.
- In Missouri, we continued litigation simultaneously in the state and federal courts to challenge a new law that would have had the effect of forcing Planned Parenthood of Kansas and Mid-Missouri to stop providing abortions at its two clinics in Missouri — the only abortion clinics in the state outside of St. Louis.
- In Kansas and Ohio, we continued litigation in the state courts to protect the privacy of the medical records of women who came to Planned Parenthood for abortion services.

- In South Dakota, we continued litigation in the federal court, challenging a state law that compels physicians to deliver to their patients state-scripted, misleading ideological statements concerning abortion.

## PARTNERING WITH ACTIVISTS AND SUPPORTERS ACROSS AMERICA

Whether at the ballot box, in front of the cameras, on campus, in faith communities, or online, Planned Parenthood's 50-state network of more than four million activists, supporters, and donors fought for reproductive health and freedom across the country last year. The Planned Parenthood Action Network, which mobilizes activists nationwide, recruited more than 200,000 new supporters last year. Also aiding our advocacy efforts are networks of pro-choice clergy, Republican activists, young women and men on college campuses, and leaders in the arts and entertainment industries. In addition to the advocacy successes at the federal and state levels mentioned earlier, here are other examples of what we accomplished last year.

- More than 100 young leaders from 16 states spent two days organizing, training, networking, and brainstorming at the second annual **Young Leaders Conference** in Washington, DC. Youth activists established a national online resource library to share tools and best practices with their peers.
- Through **Vox®: Voices for Planned Parenthood**, Planned Parenthood mobilized young women and men on more than 200 college campuses across the country. Using various social networking platforms, Vox educated and energized nearly 5,000 supporters who participated in activities and events, many of them aimed at restoring affordable birth control to college campuses and safety-net providers, following a legislative error that caused prices for birth control pills to increase by as much as 900 percent for many students and low-income women.
- Members of our **Clergy Advisory Board (CAB)** speak out about the theological basis for choice and mobilize fellow clergy and lay religious leaders to join the **PPFA Pro-Choice Religious Network**, a national membership organization advocating for the right of women and men to make informed, morally responsible choices about their reproductive lives. Clergy members at the affiliate level support grassroots advocacy efforts and educational programming. Last year, CAB members issued statements in support of religious pluralism and health care advocacy for women of color. They also wrote a pastoral letter on abortion for affiliates to place in their waiting rooms as a respectful way of ministering to women who view their medical decision making in a religious or spiritual framework. The CAB also published the *Clergy Voices* newsletter and coordinated an interfaith convocation at the Planned Parenthood national conference. The recipient of the 2008 Davis Distinguished Service Award, presented at the Interfaith Prayer Breakfast, was Rev. Deborah McKinley, the first woman to receive the honor.
- **Planned Parenthood Republicans for Choice® (RFC)** played a vital advocacy role at both the federal and state levels. RFC presented its Barry Goldwater Award to Illinois Rep. Mark Kirk, honoring his national leadership on women's health issues.
- More than 400 leaders in the arts and entertainment industries are volunteer members of the **PPFA Board of Advocates (BOA)**. Their public support is an invaluable aid to Planned Parenthood's mission.

## HIGHLIGHTS OF EVENTS SUPPORTED BY PPFA BOARD OF ADVOCATES MEMBERS AND OTHER ARTS AND ENTERTAINMENT LEADERS

**Blythe Danner** and **Gwyneth Paltrow** lent their names for the third year in a row to a very successful online fundraising Mother's Day appeal.

**Suzanne Whang** hosted the PPFA 2008 Honors Awards Gala in Washington, DC. **Kenneth C. Edelin, M.D.**, a tireless champion of women's health and rights, received the **PPFA Margaret Sanger Award** for courage, integrity, and leadership in the field of reproductive health and rights. **Blythe Danner** presented the **Walk the Talk Award** to **Annette Cumming**, who has shared her generosity, energy, and time with Planned Parenthood for more than 25 years. And **Kate Walsh** received the **PPFA Maggie Award** for An Artist who Stands Up for Reproductive Health and Freedom.

**Dr. Kenneth Edelin, David Eigenberg, Amy Goodman, Nellie McKay, Rita Moreno, Heather Tom, Lily Tomlin, and Kathleen Turner** participated in events at Planned Parenthood affiliates nationwide. **Dana Delany, Allison Janney, Julianne Moore, Susan Sarandon, Maura Tierney, and Stanley Tucci** lent their names as honorary chairs to affiliate events.

**Heather Tom** hosted a Daytime for Planned Parenthood Emmy Award reception in Los Angeles. **Bradford Anderson,**



*Passing Strange*  
Broadway star Stew

**Lauralee Bell, Tamara Braun, David Eigenberg, Carolyn Hennesey, Ashley Jones, Kate Linder, Kimberly McCullough, Nicholle Tom, and Bree Williamson** attended to show their support.

**Stew and Amber Tamblyn** were interviewed on [plannedparenthood.org](http://plannedparenthood.org) and [teenwire.com](http://teenwire.com) about their work and how it relates to reproductive health and freedom.

**Alan Cumming, Ani DiFranco, Julianne Moore, Brooke Shields, Kathleen Turner, and Dr. Ruth Westheimer** donated signed auction items to our affiliate auction project.

**Mary J. Blige** welcomed Planned Parenthood Affiliates of New Jersey to set up an informational table at her concert.

**Rep. Joe Crowley (D-NY), Rep. Dennis Kucinich (D-OH), and Rep. Nita Lowey (D-NY), and Blythe Danner, Amy Goodman, Jessica Lange, Heidi Rodewald, Stew, Kathleen Turner, and Bree Williamson** were among the prominent individuals who attended the Planned Parenthood Action Fund reception in New York City.

**David Eigenberg, Paula Patton, and Cybill Shepherd** helped spread the word about the One Million Strong Campaign, the Planned Parenthood Action Fund's nationwide effort to bring to the polls one million new voters.

**America Ferrera, Amber Tamblyn, and Kate Walsh** proudly donned Planned Parenthood Action Fund stickers at the Nevada Democratic Caucus.

**Amber Tamblyn** joined several college students on Capitol Hill to meet with **Senate Majority Leader Harry Reid (D-NV), Sen. Bob Casey (D-PA), Sen. Byron Dorgan (D-ND), Sen. Debbie Stabenow (D-MI), and Rep. John Dingell (D-MI)** to lobby on the need to restore affordable birth control. **Kate Walsh** spoke about the importance of comprehensive sex education programs at a Planned Parenthood lobby briefing on the Hill.

The **Hon. Kevin De Leon, Julia Fran, Ken Olin, and Kate Walsh** were honored at Planned Parenthood Advocacy Project Los Angeles County's annual fundraiser, "Politics, Sex &



(l.-r.) PPFA Board of Advocates National Chair Kathleen Turner, Jane Fonda, and Jessica Lange



(l.-r.) Kate Walsh, Ken Olin, Patricia Wettig

Cocktails." Among the attendees were **Jason Behr, Amy Brenneman, Sarah Caplan, David Eigenberg, Brad Silberling, Chris Silbermann, KaDee Strickland, and Heather Tom.**

## PLANNED PARENTHOOD MATTERS

### COMMITMENT TO GLOBAL HEALTH

Planned Parenthood's commitment to reproductive health and freedom extends around the world. We work with organizations overseas to improve the health and well-being of individuals and families, and fight at home and abroad to remove obstacles that block access to sexual and reproductive health. PPFA is a founding member of the International Planned Parenthood Federation.

For nearly 40 years, Planned Parenthood has expanded access to reproductive health care — including birth control, safe abortion, and sex education — for the most vulnerable people in Africa, Asia, the Caribbean, and Latin America. We go into places no one else will go; take on difficult and controversial issues; reach out to young people; support those who are willing to challenge the status quo; connect key players to build grassroots movements; and bridge movements, such as environmental conservation, micro-finance, and basic education.

Our international program provides funding and technical assistance to organizations in developing countries to help them initiate and expand reproductive health services, as well as build self-sufficiency and long-term sustainability.

We continued our work last year with local groups that know their communities and can create programs that best meet local needs. We trained and mentored staff to deliver high-quality services, adopt new medical technologies, advocate to change policies that harm women, conduct research, and strengthen organizational and financial management.

Last year, Planned Parenthood provided nearly \$2.5 million in direct financial assistance to 49 organizations in 20 countries. As a result of this support, these organizations delivered reproductive health care to nearly 400,000 people, including more than 75,000 adolescents. This included nearly 350,000 people who received birth control services and nearly 15,000 women who received safe abortion or post-abortion care. An additional 535,000 people participated in sex education programs, while three million people received sexual and reproductive health information through radio and other mass media.

## AFRICA

Last year, the PPFA Africa Regional Office supported 15 organizations in Ethiopia, Kenya, Nigeria, and Sudan. We also supported a youth advocacy network in Benin, Cameroon, and Uganda. In Nigeria, where hundreds of thousands of women are injured or die as a result of pregnancy and childbirth each year, Planned Parenthood continued the challenging process of building local capacity to provide critical reproductive health services. We worked with four partner organizations in the northern part of the country to break the barriers that often prevent women from accessing services: not enough skilled health providers, strong cultural and religious pressures around sexuality, extreme poverty, unreliable infrastructure, and limited facilities in which to deliver services. We have been working hard to garner

the support of religious leaders, who hold significant influence in this predominantly Muslim area of the country. Many Muslim women here are prevented from leaving home alone, which makes going to a clinic for care an especially difficult and uncomfortable task. By enlisting the support of religious leaders, women and their families are feeling increasingly comfortable accessing vital services that would otherwise be considered taboo.

## ASIA

The PPFA Asia Pacific Regional Office supported 13 organizations in India, Nepal, the Philippines, and Thailand. Last year, we expanded an important project in the Philippines that is building leadership skills among young people through a reproductive health peer education program. In addition to the satisfaction the educators get from providing education and contraceptives to their peers, for some of them, being a part of the project has helped them grow in other ways. One young woman who had experienced a sexual assault said, "In becoming a youth leader and peer educator, I have become more confident and comfortable with myself. I have learned new things about my own health, body, and rights, and am able to help my peers do the same. I have also finally gotten up the courage to tell my own story with the hopes that it will help other girls who have gone through what I went through."

## LATIN AMERICA

The PPFA Latin America and Caribbean Regional Office supported 21 organizations in Costa Rica, Ecuador, Guatemala, Nicaragua, Peru, and



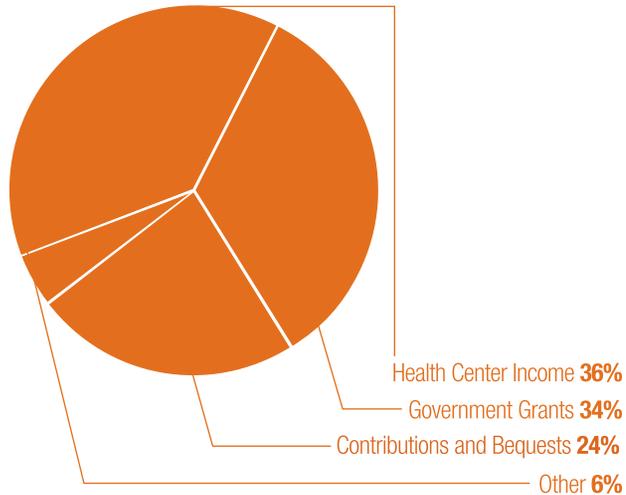
Trinidad and Tobago. We also supported a network of safe abortion providers that included members from Bolivia and Mexico. Last year, we established an innovative new project that links environmental conservation with reproductive health. The project, located two days by canoe down the Amazon River amid the lush overgrowth of the Peruvian Rainforest, is based in a remote million-acre reserve where about 6,000 people make their living from fishing and subsistence farming. For years, this hard-to-reach area has struggled to get access to health care services, with only one clinic serving thousands of people.

A local environmental organization, La Asociación de Conservación y Desarrollo Amazónico (ACDA), working on conservation efforts in the area, had been told by community residents that they needed help accessing health education and contraceptives. Lacking the skills or resources to offer contraceptives, the organization reached out to Planned Parenthood for help. We are helping ACDA integrate health education into its existing conservation education and to distribute contraceptives to community members. By investing in this group and making reproductive health care a core part of its conservation work, we are reaching a population that otherwise would not have access to care.

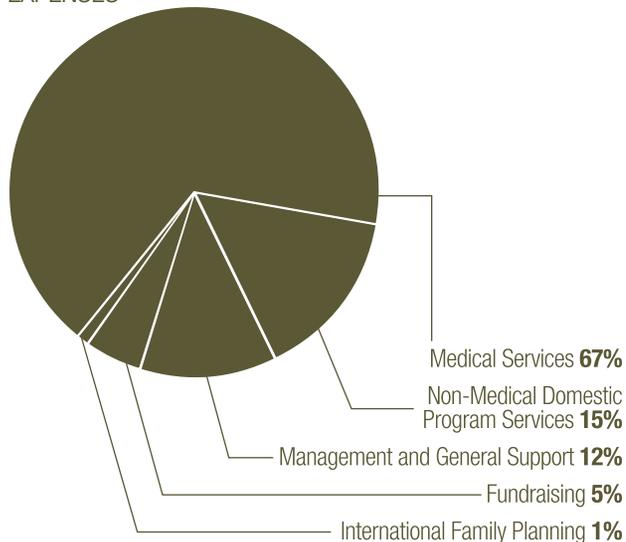
# SUMMARY OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2008

## COMBINED STATEMENT OF REVENUE, EXPENSES & CHANGES IN NET ASSETS

### REVENUE



### EXPENSES



FOR THE YEAR ENDED JUNE 30, 2008		NATIONAL	ELIMINATIONS	TOTAL
OPERATING & OTHER FUNDS (ALL AMOUNTS IN MILLIONS)	AFFILIATES	OFFICE	[b]	[a]
<b>REVENUE</b>				
Health Center Income	374.7			374.7
Government Grants and Contracts	349.6			349.6
Contributions and Bequests	186.0	61.2	-2.3	244.9 [c]
Support from Affiliates		11.0	-11.0	
Other Operating Revenue	56.4	12.5		68.9
<b>TOTAL REVENUE</b>	<b>966.7</b>	<b>84.7</b>	<b>-13.3</b>	<b>1,038.1</b>
<b>EXPENSES</b>				
<b>Domestic Programs see pages</b>				
A. Medical Services 6-9	635.1			635.1
B. Sexuality Education 10-11	50.5			50.5
C. Public Policy and Other 12-15	50.1			50.1
D. Services to The Field of Family Planning 6-7, 10-13, 16-17		16.6		16.6
E. Service to Affiliates 6-7, 10-11, 14-15		32.1	-2.3	29.8
<b>TOTAL DOMESTIC PROGRAMS</b>	<b>735.7</b>	<b>48.7</b>	<b>-2.3</b>	<b>782.1</b>
International Family Planning Programs 16-17		6.9		6.9
<b>TOTAL PROGRAM SERVICES</b>	<b>735.7</b>	<b>55.6</b>	<b>-2.3</b>	<b>789.0</b>
<b>Supporting Services</b>				
A. Management and General	107.9	8.0		115.9
B. Fundraising	36.3	10.0		46.3
<b>TOTAL SUPPORTING SERVICES</b>	<b>144.2</b>	<b>18.0</b>		<b>162.2</b>
<b>Other Expenses</b>				
A. Payments to Related Organizations	12.9		-11.0	1.9
<b>TOTAL OTHER EXPENSES</b>	<b>12.9</b>		<b>-11.0</b>	<b>1.9</b>
<b>TOTAL EXPENSES</b>	<b>892.8</b>	<b>73.6</b>	<b>-13.3</b>	<b>953.1 [d]</b>
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>73.9</b>	<b>11.1</b>		<b>85.0</b>
<b>OTHER CHANGES IN NET ASSETS</b>				
<b>OTHER CHANGES IN NET ASSETS</b>	<b>-3.1</b>	<b>-0.7</b>		<b>-3.8</b>
<b>NET ASSETS: BEGINNING OF YEAR</b>	<b>852.8</b>	<b>80.4</b>		<b>933.2</b>
<b>NET ASSETS: END OF YEAR</b>	<b>923.6</b>	<b>90.8</b>		<b>1,014.4</b>

# SUMMARY OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2008

## COMBINED BALANCE SHEET: NATIONAL AND AFFILIATES

JUNE 30, 2008 (ALL AMOUNTS IN MILLIONS)	AFFILIATES	NATIONAL OFFICE	ELIMINATIONS [b]	TOTAL [a]
<b>ASSETS</b>				
Current Assets	562.5	22.3	-4.1	580.7
Property, Equipment, Endowment, Other	516.2	107.6	-3.5	620.3
<b>TOTAL ASSETS</b>	<b>1,078.7</b>	<b>129.9</b>	<b>-7.6</b>	<b>1,201.0</b>
<b>LIABILITIES &amp; NET ASSETS</b>				
Current Liabilities	86.7	14.7	-4.1	97.3
Mortgages, Notes Payable, Other	68.4	24.4	-3.5	89.3
<b>TOTAL LIABILITIES</b>	<b>155.1</b>	<b>39.1</b>	<b>-7.6</b>	<b>186.6</b>
<b>NET ASSETS</b>				
Unrestricted	434.2	26.0		460.2
Property & Equipment	238.3	3.4		241.7
Temporarily Restricted	106.1	41.1		147.2
Permanently Restricted	145.0	20.3		165.3
<b>TOTAL NET ASSETS</b>	<b>923.6</b>	<b>90.8</b>		<b>1,014.4</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,078.7</b>	<b>129.9</b>	<b>-7.6</b>	<b>1,201.0</b>

### SUMMARY OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED JUNE 30, 2008

Our broad base of committed donors provide more than 70 percent of the national organization's revenue and nearly 20 percent of affiliate revenue — evidence of our powerful grassroots support.

Planned Parenthood Federation of America, Inc., is a tax-exempt corporation under Internal Revenue Service code section 501(c)(3) and is not a private foundation (Tax ID #13-1644147). Contributions are tax-deductible.

The IRS classifies the Planned Parenthood Action Fund as a 501(c)(4) not-for-profit organization. Contributions are not tax-deductible.

A list of all organizations that received contributions from PPFA during the year that ended June 30, 2008, may be obtained by writing to PPFA, 434 West 33rd Street, New York, NY 10001. Audited financial statements are available upon request from the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271.

(a) National organization figures reflect operations of Planned Parenthood Federation of America, Inc., Planned Parenthood Action Fund, Inc. (including its Political Action Committee and other segregated fund, Planned Parenthood Votes) and The Planned Parenthood Foundation for the year ended June 30, 2008. Affiliate figures reflect the operations of 115 Planned Parenthood affiliates and are based on amounts reported in affiliate audited financial statements for fiscal years ended during 2007.

(b) Payments and receipts between affiliates and the national organization have been eliminated. These include dues and rebates. 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 \$23.2 million of bequests.

(d) 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.

## **PLANNED PARENTHOOD MATTERS**

### SUPPORTING PLANNED PARENTHOOD

Essential partners in Planned Parenthood's mission are our donors — generous foundations and individuals who also believe in a future world where every child born is wanted and loved, and women are empowered to safeguard their health and protect their families. Planned Parenthood offers donors the following creative options for helping to further our important work. To use our convenient and secure website to make a gift or download a donation form, log on to [www.plannedparenthood.org/support](http://www.plannedparenthood.org/support) or call 1-800-430-4907 to speak with someone on our donor services team.

## ANNUAL GIFTS

You can make unrestricted gifts or gifts for a specific purpose to either Planned Parenthood Federation of America (PPFA) or the Planned Parenthood Action Fund, the advocacy and political arm of PPFA. For more information about the Planned Parenthood Action Fund, visit [plannedparenthoodaction.org](http://plannedparenthoodaction.org). Gifts to PPFA are tax-deductible to the fullest extent allowable under the law. Gifts to the Planned Parenthood Action Fund are not tax-deductible, and we cannot accept gifts from corporations or unions. Please call our Member Services hotline at 1-800-430-4907 or e-mail [member.services@ppfa.org](mailto:member.services@ppfa.org). Major donors can call Annie Paulsen in our Major Gifts Department with questions or for more information at 1-212-261-4689 or e-mail [ann.paulsen@ppfa.org](mailto:ann.paulsen@ppfa.org).

## BEQUESTS AND PLANNED GIFTS

Bequests and life income gifts help ensure reproductive freedom for future generations. Charitable gift annuities, pooled income fund gifts, and charitable trusts can also provide lifetime payments to you. Please call Gift Planning at 1-800-319-7564 or e-mail [gift.planning@ppfa.org](mailto:gift.planning@ppfa.org).

## MONTHLY GIVING

Strengthen PPFA through a sustaining membership of monthly gifts transferred directly from your bank account or credit card. Please call our Sustaining Members help line at 1-800-430-4907 or e-mail [monthly.member@ppfa.org](mailto:monthly.member@ppfa.org).

## GIFTS OF STOCK

Receive a charitable deduction for the full fair market value of your gift to PPFA, along with an exemption from capital gains tax, on shares you have owned for at least one year — subject to legal limits. Please call Member Services at 1-800-430-4907 or e-mail [member.services@ppfa.org](mailto:member.services@ppfa.org).

## HONORARY OR MEMORIAL GIVING

Celebrate the lives and achievements of special individuals by making gifts in their honor or memory. Please call Member Services at 1-800-430-4907 or e-mail [member.services@ppfa.org](mailto:member.services@ppfa.org).

## WORKPLACE GIVING

Help sustain Planned Parenthood through the Combined Federal Campaign, your local United Way, and other workplace campaigns. Under our matching gifts program, your employer may double or even triple the value of your gift. Your company's human resources office can provide appropriate information. Please call Workplace Giving at 1-800-430-4907 or e-mail [member.services@ppfa.org](mailto:member.services@ppfa.org).

## FOUNDATIONS AND CORPORATE SUPPORT

Join our group of foundation and corporate donors. To learn more about Planned Parenthood's work and opportunities for partnerships, please call Chaksu Patel at 1-212-261-4758.

## PLANNED PARENTHOOD LEADERSHIP COUNCIL

The Planned Parenthood Leadership Council is a select group of our most committed supporters, united by their vision and their investment in the future of Planned Parenthood. The Leadership Council joins key supporters of the national organization and affiliates from all regions of the country, and represents a range of interests, professions, and expertise.

The Leadership Council functions as a donor advisory circle for Cecile Richards, president of Planned Parenthood Federation of America and the Planned Parenthood Action Fund, and for local Planned Parenthood affiliate CEOs. One annual meeting, regular phone briefings, a newsletter, and other communications allow Leadership Council members to get to know Cecile, key affiliate CEOs, and one another. The annual meeting features high-profile public figures who update members on the latest in the reproductive health and rights movement and other issues critical to Planned Parenthood's work. Meetings create a forum for the fruitful exchange of ideas and perspectives, capitalizing on members' unique skills and expertise.

Leadership Council members commit to a minimum contribution of \$100,000. The gift can be paid over a period of up to four years, and can be made to an affiliate, Planned Parenthood Federation of America, the Planned Parenthood Action Fund, or a combination of the above.

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COMPRISING FAMILY  
PLANNING ASSOCIATIONS  
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Founded by Margaret Sanger in 1916 — more than 90 years ago — as America's first birth control clinic, Planned Parenthood believes that everyone has the 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 destinies.



**434 West 33rd Street • New York, NY 10001**

Call toll-free 1-800-230-PLAN for an appointment with your nearest Planned Parenthood health center.

[www.plannedparenthood.org](http://www.plannedparenthood.org)