

Annual Report  
2003–2004



[plannedparenthood.org](http://plannedparenthood.org)<sup>SM</sup>

Stand Up for Women's Lives!



## About PPFA<sup>®</sup>

Planned Parenthood<sup>®</sup> 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 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.

Every year, nearly 25,000 affiliate volunteers and staff provide sexual and reproductive health care, education, and information to nearly five million women, men, and teens in the United States. More than two million Planned Parenthood donors and activists also serve as advocates for sexual and reproductive rights. Separately incorporated, the [Planned Parenthood Action Fund](#) fortifies our commitment through lobbying, voter education, and electoral activity.

We address family planning needs in developing countries through our international programs, [Planned Parenthood Federation of America-International<sup>SM</sup> \(PPFA-I<sup>SM</sup>\)](#) and [Planned Parenthood Global Partners<sup>®</sup> \(PPGP\)](#); 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, Washington, DC, San Francisco, Chicago, and Philadelphia. Our 123 affiliates manage nearly 850 health centers and have a presence in all 50 states and the District of Columbia. PPFA-I 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.

Cover Photo: AP/Wide World



### C R E D I T S

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Medical and service data in this report apply to the calendar year 2003 — they are reported on page 9. All other program activities apply to the fiscal year that ended June 30, 2004. The summary of financial activities is reported on pages 22–23.

## A Dialogue

**PPFA President Gloria Feldt:** La Don is an avid golfer, and I'm the opposite. I would've failed golf in college if it hadn't been for a written final exam.

**PPFA Chairperson La Don Love:** The point is, we all come from different places and have distinct talents, but we're united by the Planned Parenthood promise: to create hope for humanity — the freedom to dream, to make choices, and to live in peace with our planet.

**GF:** One of our goals is to promote diversity. We mean diversity in terms of ethnicity, race, age, sexual orientation, and all the other indicators. But we also mean diversity of ideas.

**LL:** This means respecting and learning from each other, though we may not always agree.

**GF:** This means partnering with diverse organizations — as we did during the [March for Women's Lives](#). When we fully realize the promise of diversity, we will not only become stronger, but also better able to serve the women and families who depend upon us.

**LL:** In golf, my handicap is awful. Yet when I play best ball, where all four golfers combine for a game, our scores dramatically improve. This is the power of working together toward a goal, contributing our unique skills, and supporting and encouraging each other. This is what we did last April 25.

The march was the best day of my life as PPFA chair.

**GF:** The March for Women's Lives continues to inspire me. More than one million men and women of all faiths, backgrounds, and political persuasions gathered to show their deep commitment to choice. More than a third were young people — a rising generation that joins us to carry the torch for reproductive rights.

**LL:** As in golf, the follow-through is as important as the moment of contact. That's why we're working to transform the energy of the march into continued activism.



*PPFA President  
Gloria Feldt (far left)  
and PPFA Chairperson  
La Don Love (left)*

**GF:** Since February, when planning for the march intensified, the [Planned Parenthood Action Network](#) has grown by 30 percent — to almost 700,000 members. Nearly half a million new pro-choice supporters have been identified in 11 of our Power the Promise ([see page 10](#)) states since the beginning of the year.

**LL:** And this year, our Live Action Camps ([see page 18](#)) will train 50,000 Planned Parenthood staff and volunteers to be lifelong activists.

**GF:** Planned Parenthood is more visible than ever, but we also need to fight harder than ever. Our basic human right to make our own childbearing decisions has never been so threatened. Access to contraception, medically accurate sex education, family planning — all necessary reproductive health care is on the line.

**LL:** The last nine years have seen more than 380 new state laws restricting choice. And last November, the [federal abortion ban](#) was signed into law.

**GF:** We challenged the ban and won, but the Justice Department has appealed, and we're going back for another round.

**LL:** Right now, *Roe v. Wade* is protected by a slender one-vote majority in the Supreme Court.

**GF:** It's time to fight forward — and we've got a proactive plan not only to protect our freedoms, but to expand them.

**LL:** Not only in our own communities, but across the nation and around the world.

**GF:** It's time for all of us to act like the majority we are, and Stand Up for Choice<sup>SM</sup>!

**LL:** Now that'll be a real hole-in-one!

## ***Creating hope for humanity:***

***The Planned Parenthood Promise —  
The freedom to dream, to make choices,  
and to live in peace with our planet.***



## **The**

hope and determination of America's pro-choice, pro-family planning, and pro-woman majority was overwhelmingly displayed at the historic [March for Women's Lives](#) on April 25, 2004. More than a million women, men, and children stood up in our nation's capital and showed their support for preserving women's lives and health, which underlies the guiding principles of the Planned Parenthood mission, vision, and promise.

[The Planned Parenthood Vision for 2025](#) includes 13 beliefs to rely upon as we move forward into the 21st century and pursue our goals:

- ◆ We believe in the right to sexual and reproductive self-determination that is non-coercive, non-exploitive, and responsible.
- ◆ We believe that the free and joyous expression of one's own sexuality is central to being fully human.
- ◆ We believe in trusting individuals and providing them with the information they need to make well-informed decisions about sexuality, family planning, and childbearing.
- ◆ We believe that women should have an equal place at life's table, and be respected as moral decision makers.
- ◆ We believe that children flourish best in families and communities where they are nurtured, honored, and loved.
- ◆ 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.
- ◆ We believe in action — to make things happen and to improve people's lives and circumstances.
- ◆ We believe in inclusion and diversity — and the power and knowledge they confer.
- ◆ We believe the future is global and that we are part of a global movement.
- ◆ We believe in the urgency of creating a sustainable world and living in peace with our planet.
- ◆ We believe in leadership based upon collaboration rather than hierarchy.
- ◆ We believe in acting courageously, especially as allies with those who have little or no voice and little or no power.
- ◆ We believe that every right is tied to responsibility and that the fulfillment of responsibility is itself a source of joy.

Throughout the federation, we pursue the Vision for 2025 as part of our everyday work and in the longer-term strategic planning process of our national organization and affiliates. In 2004, the vision staff and volunteers sponsored four informational salons to help national and affiliate staff learn more about specific topics relevant to the Vision goals and how to move them forward:

- ◆ *Right-Sizing* — how to optimize our organizational structures
- ◆ *Trends* — how to monitor and respond to changes in policy, technology, funding opportunities, and the clients we serve
- ◆ *Engaging Men as Donors and Activists*
- ◆ *Education and Social Marketing*

This annual report outlines our progress toward reaching the 10 Vision goals that we will achieve during the next quarter-century.



PPFA Photo/Anne Hall

## Goal 1

*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.*

### In

pursuit of Goal One, PPFA helps people make responsible choices about their sexuality and parenthood by offering comprehensive, medically accurate sexuality information in the classroom, community and health centers, and houses of worship, and through an ever-increasing and acclaimed presence on the World Wide Web.

#### **Some National Organization Activities**

Planned Parenthood continues to be the community expert for [sexuality education](#), with the nation's largest network of professional educators and volunteers. Last year the national organization expanded its scope of service by supporting advocacy for sex education in schools, increasing technical assistance for program evaluation, and planning for our social marketing effort, *Real Life. Real Talk.*®

The *Real Life. Real Talk.* initiative is designed to increase open, honest, and balanced talk about sex and health in America. It is the result of a three-year research and planning process with Planned Parenthood staff, volunteers, experts in social change and sexuality, consultants from the Academy for Educational Development in Washington, DC, the National Sexuality Resource Center, and diverse parent groups.

*Real Life. Real Talk.* will address some of the root social barriers that prevent us from achieving sexually healthy lives. This initiative attempts to change social norms by challenging the silence, stigma, and fear that Americans have about sex — as former Surgeon General David Satcher suggested, to “Break the ‘conspiracy of silence’ around sex and health.”

This past year, we began a federation-wide education process about social marketing and created the Social Marketing Advisory Resource Team (SMART), comprising 20 volunteers and staff. We received 20 formal applications from affiliates to be test markets. With the Ford Foundation as a partner in this exciting endeavor to reframe



PPFA Photo/John Aravosis

the discourse on sexuality in the United States, we plan to launch *Real Life. Real Talk.* early in 2005.

### Some Affiliate Activities

Planned Parenthood educators offered programs and resources to more than 1.5 million participants. Programs included the following:

- ◆ *Men Acting Responsibly for Community and Health (MARCH)* and *Sisters Together Acting Responsibly (STAR)* helped sixth-grade girls and boys develop leadership skills and involvement in their community in 11-week after-school programs. ([Planned Parenthood San Diego & Riverside Counties, CA](#))
- ◆ *Real Life. Real Talk. Workshop for Pro-Choice Volunteers of Faith* promoted dialogue and awareness about sexual health and related issues in faith-based communities. Participants replicated the workshop for their own faith communities. ([Upper Hudson Planned Parenthood, Albany, NY](#))
- ◆ *Protection Connection* helped teens make an impact on public policies that affect their own education and health. This program included a teen-driven bilingual media campaign, teen-to-teen outreach, and the installation of condom vending machines within the community. ([Planned Parenthood Southern Arizona, Tucson, AZ](#))
- ◆ *The Experiential Wilderness Program*, hosted in conjunction with Outward Bound, developed life skills, such as conflict resolution and boundary setting, and put these skills to practice outdoors, facing physical challenges such as rappelling and white-water rafting. ([Planned Parenthood Rocky Mountains, Denver, CO](#))

### The Katharine Dexter McCormick Library

The Katharine Dexter McCormick Library serves the research and information needs of PPFA and affiliate staff and volunteers nationwide, as well as researchers, other sexual health professionals, writers, and journalists. Last year the library drew from its collection of more than 6,100 books, 23,000 articles, pamphlets, journals, and historic photographs and videotapes to respond to nearly 5,000 requests for information and to create and publish fact sheets, white papers, bibliographies, and resource listings.

PPFA Photo/Rick Kagerer



## Goal 2

*Planned Parenthood  
will ensure access to  
reproductive and sexual  
health care for all.*

### In

pursuit of Goal Two, PPFA strives to preserve — and expand — access to the full range of reproductive health care services by providing them directly and advocating in communities, courts, state legislatures, and Congress to ensure services are available to all who want and need them.

Planned Parenthood played a leadership role in organizing and ensuring the success of the [March for Women's Lives](#) on April 25, 2004, the largest and most diverse pro-choice demonstration in history. The crowd that gathered on the National Mall in Washington, DC, was more than one million strong, due in large part to the efforts of PPFA and its affiliates, who filled more than 1,000 buses and several planes, and organized delegations from as far away as Hawaii. Delegations and individuals representing nearly 60 countries from as far as Denmark and Kenya attended the march. The huge number of marchers resulted from the extensive cooperation between the national organization and affiliates and their massive grassroots outreach effort at the local level — Planned Parenthood established broad new coalitions with many local and national organizations, reached out to our diverse [Action Network](#) members, and held unique fundraisers and organizing efforts to champion the message that reproductive rights are basic human rights.

On the Friday and Saturday before the march, PPFA held a Stand Up for Choice Festival at Dupont Circle. Entertainment, political speeches, and booths featured information on our key organizing issues and provided potential activists with the opportunity to sign up for the Action Network — and nearly 2,000 joined. Nearly 1,000 people posted their moving thoughts about the march, choice, and women's rights on the festival's "Why We Are Marching" wall.



PPFA Photo/Brian Maasjo



## Other National Organization Activities

We conducted 37 comprehensive and 90 annual reviews of affiliates' board, administrative, financial, and medical programs, ensuring consistent nationwide application of Planned Parenthood standards. We implemented a new monitoring component — REACTS (Responding and Evaluating Affiliate Compliance To Standards) — which helps affiliates strengthen their ability to maintain their accreditation.

The PPFA **Mifepristone Affiliate Readiness Project**, conducted in cooperation with CAPS, the Consortium of Planned Parenthood Abortion Providers, helped Planned Parenthood provide safe and early medication abortion to more than 95,000 women through 203 health centers managed by 79 affiliates. Forty-nine Planned Parenthood centers now provide early abortion with mifepristone in centers that formerly provided no abortion services, increasing access to early abortion in rural and underserved areas.

With the help of The Educational Foundation of America, the Open Society Institute, The David and Lucile Packard Foundation, and an anonymous donor, last year we

- ◆ trained 3,000 staff and clinicians in the provision of mifepristone
- ◆ tracked the use and outcomes of the medication abortions that were provided (Planned Parenthood is the only national organization that tracks the success rates of mifepristone. The data supports the safety and effectiveness of this important abortion option.)
- ◆ published the quarterly newsletter, *Mife Matters*, which has an international readership
- ◆ provided legal advice and counseling to help affiliates increase access to medication abortion in their communities
- ◆ provided funding opportunities for affiliates to expand and improve their abortion services



PPFA Photo/Brian Maasjo

The **PPFA Nurse Practitioner Program**, recognized as the industry standard, prepares registered nurses to become women's health nurse practitioners. Last year the program

- ◆ graduated five women's health nurse practitioners
- ◆ trained 34 advanced practice clinicians to perform colposcopic examinations
- ◆ created grant-funded specialty courses and offered "Clinical Skills in Reproductive Health Care," "Contraceptive Update/Pharmacology in Reproductive Health Care," "Gynecology: Trends and Treatments," "HIV/AIDS/STIs 2003," "Introducing Services for Men into Your Clinical Practice," and "The Many Faces of Violence and Abuse" to 120 physicians and advanced practice clinicians
- ◆ hosted more than 350 nurse practitioners, nurse-midwives, and physician assistants at the 28th Annual Postgraduate Seminar for Nurse Practitioners in Women's Health Care
- ◆ partnered with several graduate schools of nursing to offer a Master's of Science in Nursing degree

Connecting callers to the nearest Planned Parenthood, we sponsored a nationwide, toll-free "smart" line, 1-800-230-PLAN. With all of our affiliates participating, hundreds of thousands of callers use the line each year.

We continued **our efforts in the courts** to protect and defend the reproductive rights of women. Most notable was our victory in the case of *Planned Parenthood Federation of America v. Ashcroft*. The court ruled that the **first federal criminal abortion ban** was unconstitutional, and issued an injunction against the law being enforced against any Planned Parenthood doctors anywhere in the United States. In the course of this litigation, we also defeated the Ashcroft Justice Department's efforts to obtain copies of the medical records of thousands of women who received abortions at Planned Parenthood clinics.

We were also successful in obtaining these favorable federal court rulings:

- ◆ In Missouri, a state abortion ban was found unconstitutional. We also obtained an injunction against a similar law enacted in Utah.

- ◆ In Texas, the state was barred from disqualifying Planned Parenthood affiliates from receiving family planning funds because they provide abortions.
- ◆ In New Hampshire, a mandatory parental involvement law that would have endangered the health of minors seeking abortions was found unconstitutional.

To offer **security** and protect our clients, staff, and volunteers from anti-choice violence, last year we

- ◆ conducted security surveys, emergency drills, and a variety of workshops and trainings for staff and volunteers
- ◆ responded to hundreds of requests for technical assistance from affiliates and coalition partners
- ◆ completed and distributed the National Organization Security Manual
- ◆ researched and published a summary of telephone trace-and-trap procedures for affiliates
- ◆ posted extensive security materials on the PPFA Extranet — a proprietary online tool kit for affiliates and the national organization
- ◆ organized national support and provided on-site assistance for Florida affiliates during the execution of Paul Hill who assassinated Dr. John Bayard Britton and his body guard Lt. Col. James Herman Barrett in 1994
- ◆ provided extensive advance planning and coordinated on-site security for the March for Women's Lives
- ◆ provided on-site security for staff, attorneys, and witnesses at the San Francisco abortion ban trial in *Planned Parenthood Federation of America v. Ashcroft*
- ◆ provided security planning for conferences, special events, and appearances by the PPFA president and other people at risk in the federation

## Preserving Title X

Despite anti-family planning efforts to cripple the program, PPFA helped achieve a funding increase of \$10 million, for a total of \$273 million, for Title X, America's family planning program. By subsidizing contraceptive services, basic ob/gyn care, screening for sexually transmitted infections, and pregnancy testing and referrals for millions of low-income women and teenagers, Title X prevents hundreds of thousands of unintended pregnancies and saves millions of tax dollars each year.

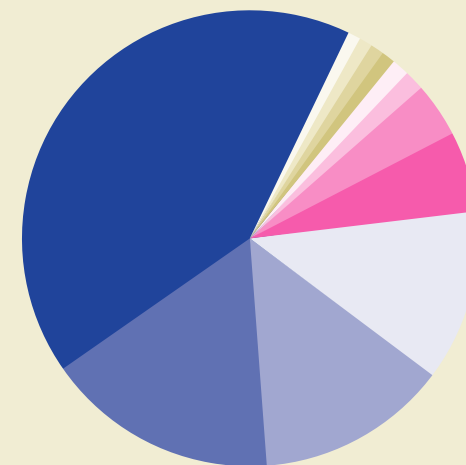
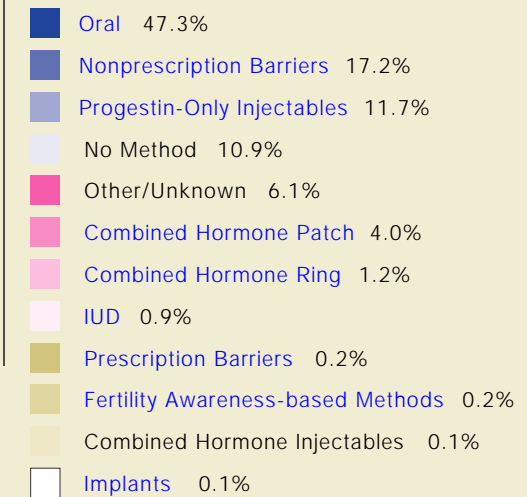
## Affiliate Service Summary

	2002	2003	% change 2002-2003	referred out (02)	referred out (03)
Reversible Contraception Clients, Women	2,208,332	2,257,154	2.2%		
Emergency Contraception Kits	633,756	774,482	22.2%		
Tubal Sterilization Clients	680	744	9.4%	1,815	2,023
Reversible Contraception Clients, Men	60,476	65,961	9.1%		
Vasectomy Clients	2,522	2,576	2.1%	773	545
Abortion Procedures	230,630	244,628	6.1%	SEE ERRATUM	
HIV Testing Procedures, Women	138,494	155,273	12.1%		
HIV Testing Procedures, Men	48,991	52,309	6.8%		
Prenatal Clients	15,860	16,427	3.6%		
Infertility Clients	325	465	43.1%		
Colposcopy Procedures	31,248	37,423	19.8%		
LOOP/LEEP Procedures	1,781	2,029	13.9%		
Cryotherapy Procedures	3,913	4,544	16.1%		
Midlife Clients	10,575	11,232	6.2%		
Pregnancy Tests	1,081,772	904,201	(16.4)%		
Breast Exams/Breast Care	1,062,727	921,451	(13.3)%	12,299	14,241
Adoption Referrals to Other Agencies				1,963	1,774
Primary Care Clients	24,483	32,216	31.6%		
STI Procedures, Women and Men	1,255,036	2,452,930	95.4%		
Other Services, Women	58,626	36,984	(36.9)%		
Other Services, Men	17,905	69,012	285.4%		
<b>Total</b>	<b>6,878,078</b>	<b>7,961,514</b>	<b>15.8%</b>		
<b>Total Unduplicated Clients</b>	<b>2,757,294</b>	<b>2,811,885</b>	<b>2.0%</b>		

\*Method of data collection revised in 2003.

## Reversible Contraceptive Methods Chosen by Planned Parenthood Clients, 2003

Rounded to the nearest 10th percent



## Goal 3

*Planned Parenthood will secure passage of laws and policies, including state and federal constitutional amendments, that guarantee reproductive freedom for all.*

### In

pursuit of Goal Three, PPFA and its activists (see Goal Nine) help secure legislative advances and make significant progress toward our legislative agenda:

- ◆ **Freedom of Choice Act (FOCA)** — PPFA was instrumental in drafting and introducing FOCA in the House and Senate last year. FOCA would prevent the government from discriminating against a woman on the basis of her reproductive decisions — about using birth control, having a child, or terminating a pregnancy. FOCA would also forbid government interference in a woman’s right to make her own family planning and reproductive health decisions. The legislation would invalidate current restrictions on access to abortion and family planning health care services, such as mandated delays and targeted and medically unnecessary regulations.
- ◆ **The Putting Prevention First Act** — PPFA was instrumental in creating this legislation, which lays out a number of ways to prevent the need for abortion and promote sexual health. The “Putting Prevention First Act of 2004” is the first omnibus family planning initiative that seeks to expand access to preventive health care services and education programs that help reduce unintended pregnancy, sexually transmitted infections, and the need for abortion.

### Statewide Partnerships

Building on the successes of the Pro-Choice Organizing Project — a program that identified and recruited supporters — Planned Parenthood affiliates and the national organization have joined in the Power the Promise Campaign to preserve and expand access to all reproductive health care services by identifying, educating, and activating supporters. Through the campaign, 19 states (AK, CA, FL, GA, IL, MA, MI, MN, MO, NC, NJ, NY, OH, OR, PA, TX, VA, WA, WI) have affiliate coalitions that received



PPFA Photo/Jon Platner



grants to support their public policy work as part of the Mobilizing to Win Initiative (MWIT). With these resources, Planned Parenthood has engaged in statewide strategic planning, supported public affairs infrastructures, identified specific legislative targets, and conducted coordinated phone and mail campaigns to identify and mobilize supporters. Public Affairs staff from the 19 MWIT states meet quarterly to engage in strategic thinking and share best practices and lessons learned.

Last year we advanced Goal Three by influencing legislation in several states:

- ◆ Public affairs staff in Michigan and Wisconsin secured vetoes against egregious anti-choice legislation.
- ◆ Maine passed emergency contraception legislation that permits pharmacists to dispense emergency contraception without a prescription under a collaborative practice agreement.

### Protecting *Roe*

The U.S. Supreme Court's 1973 *Roe v. Wade* decision hangs on a razor-thin majority in today's court and is threatened by the appointment of anti-choice judges to the lower courts and potentially to the Supreme Court itself. In response, we launched an urgent campaign to save *Roe* and

- ◆ raised public awareness through print advertisements and an action-packed Web site, [www.SaveROE.com](http://www.SaveROE.com), which was redesigned for the March for Women's Lives and received more than 1.2 million visits between July 2003 and July 2004
- ◆ offered strong opposition, with support from members of the Planned Parenthood Action Network, to the confirmation of anti-choice judicial nominees Miguel Estrada, J. Leon Holmes, Priscilla Owen, Charles Pickering, and William Pryor
- ◆ continued to educate diverse constituencies through partnerships with progressive organizations such as the [Black Women's Health Imperative](#), [National Latina Institute for Reproductive Health](#), [National Council of Jewish Women](#), and the [National Council of Negro Women](#)

## Goal 4

*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 Federation of America — International<sup>SM</sup> (PPFA-I<sup>SM</sup>)

Last year, PPFA-I partnered with 61 local, nongovernmental organizations (NGOs) working in 26 countries in Africa, Asia and the Pacific, and Latin America and the Caribbean. Programs supported by PPFA-I guarantee the sexual and reproductive health and rights of individuals by providing

- ◆ sexuality education and contraceptive services to adolescents
- ◆ safe abortion and post-abortion care services
- ◆ reproductive health services for populations in crisis, including displaced persons and people at risk for HIV/AIDS
- ◆ advocacy for improving local and national reproductive health policies

PPFA-I provided more than \$2.8 million in financial assistance to these programs, resulting in the provision of critically needed services to more than 200,000 people.

In **Asia**, 16 PPFA-I partners provided quality sexual and reproductive health services to 66,440 people through fieldworkers and clinics in six countries. In Nepal, where abortion was recently legalized, partners focused on increasing access for women to abortion services. And in India, PPFA-I worked with our partners to implement a newly approved medication abortion procedure, as well as to train more than 500 peer educators to reach youth in their communities.

In **Africa**, PPFA-I partnered with 18 NGOs in seven countries, continuing to implement sexual and reproductive health programs for nearly 70,000 clients. PPFA-I also opened a country office in Nigeria that will help expand and enhance programs that deliver services in the northern, predominantly Muslim, corner of the country. In Sudan, PPFA is partnering with UNFPA, the United Nations Population Fund, to enhance and ensure access to integrated reproductive health care for displaced women in the Khartoum area.

In **Latin America**, PPFA-I partnered with 24 NGOs to implement sexual and reproductive health programs. At nearly 90 sites, more than 66,000 people received services, and 900 peer educators brought lifesaving information to hundreds of thousands of adolescents through outreach and radio programs. Physicians, nurses, counselors, and other mid-level health practitioners in rural and urban settings applied new skills in high-quality post-abortion, abortion, and other reproductive health services. Five programs in this region reached financial, programmatic, and institutional sustainability.



PPFA Photo/Mike McGregor

## **Planned Parenthood Global Partners® (PPGP)**

The PPFA international advocacy program, PPGP, facilitates direct partnerships between Planned Parenthood affiliates and family planning agencies abroad. It also mobilizes the Planned Parenthood network to ensure responsible laws and policies related to global reproductive health and rights.

- ◆ PPGP led a coalition effort to ensure that the March for Women's Lives focused on the attacks on reproductive freedom throughout the world. PPGP and PPFA-I assembled an international march delegation of colleagues from 16 countries, part of a larger international delegation of nearly 140 participants from 60 countries.
- ◆ PPGP created the national campaign, *A Mother's Promise the World Must Keep*, that calls on the U.S. government to reaffirm our commitment to the Cairo Consensus — which was adopted by 179 nations in 1994, at the International Conference on Population and Development held in Cairo, Egypt. The goals of its Program of Action include universal access to family planning and reproductive and sexual health care, universal access to primary education, and reductions in infant, child, and maternal mortality. Now at its midpoint, the campaign has engaged thousands of Americans; dozens of organizations have passed supportive resolutions; and dozens of elected officials have issued proclamations reaffirming the Cairo Consensus.
- ◆ Five years after launching the first partnerships, we have provided 71 grants to affiliates totaling \$4 million. PPGP has forged partnerships between 49 Planned Parenthood affiliates and family planning agencies in 30 countries. Half of these partnerships have extended beyond the 18-month initial grant period, creating long-standing links between organizations and communities, and providing affiliates with a personal stake in global reproductive health policy.

PPGP continues to support policymakers in their efforts to move legislation that promotes global reproductive health and rights. This year saw a victory in the U.S. Senate, which, in the first vote of its kind in several years, voted to overturn the global gag rule — an executive order by the president that prevents international health care providers who receive U.S. funds from advising patients about abortion and from discussing laws that restrict abortion.

## Goal 5

*Planned Parenthood will control a successful, diversified media company that creates and distributes the most popular, critically acclaimed health and sexuality programming.*

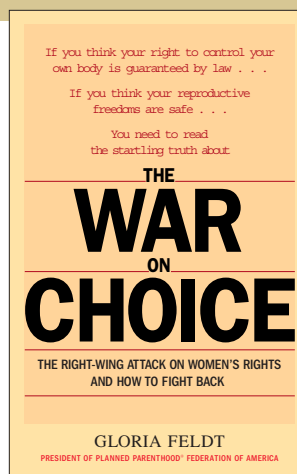
## PPFA

works with affiliates, supporters, opinion leaders, and allied organizations to deliver powerful and persuasive messages to advance our ambitious reproductive health and rights agenda. Last year was particularly action-packed with major opportunities for Planned Parenthood to demonstrate our leadership, and serve as a powerful advocate in communities worldwide, from Seattle to Soweto.

In the weeks and months leading up to the March for Women's Lives, Planned Parenthood leaders, volunteers, and supporters blanketed the airwaves with our images, messages, and mission. News organizations from around the globe covered Planned Parenthood's overwhelming sea of pink — Stand Up for Choice! signs, banners, T-shirts, and beach balls.

### *The War on Choice*

The publication of PPFA President Gloria Feldt's second book, *The War on Choice: The Right-Wing Attack on Women's Rights and How to Fight Back*, provided an unvarnished take on the daunting threats to our right to reproductive self-determination. *The War on Choice* is the organizing tool of choice for activists who share the Planned Parenthood vision for a pro-choice future. Feldt was interviewed by numerous media outlets about the book, including *The Dennis Miller Show* and NPR's *Fresh Air with Terri Gross*.



PPFA, [Planned Parenthood Golden Gate](#) (San Francisco, CA), and Planned Parenthood affiliates nationwide worked together for months before and after the April [federal abortion ban trials](#) (see page 8) to ensure that the media and the public understood the true scope of the ban and the threat it posed to women's health and safety. The challenge by Planned Parenthood, its successful effort to protect medical privacy, and its ultimate victory over the Ashcroft Department of Justice sparked major national news stories throughout the year and communicated the mission, commitment, and leadership of Planned Parenthood to millions worldwide.

### [plannedparenthood.org](#)<sup>SM</sup>

PPFA's Web site, [plannedparenthood.org](#), provides reliable information on health and advocacy to millions of visitors each year. The site logged nearly one million visits per month, making it one of the most popular health Web sites on the Internet. The site offers

- ◆ breaking news on reproductive health and rights issues from around the world
- ◆ [photos](#) and videos of the March for Women's Lives
- ◆ "Ask Dr. Cullins," where visitors can submit sexual and reproductive health questions to PPFA Vice President for Medical Affairs Dr. Vanessa Cullins
- ◆ comprehensive information, in English and Spanish, about [sexual and reproductive health topics](#)
- ◆ a global resource center with information about our [international programs and efforts](#)
- ◆ the opportunity to [donate](#) to programs online
- ◆ [contact information](#) for Planned Parenthood affiliates

- ◆ Planned Parenthood [Action Network](#) and Legislative Action Center, providing activists with “action alerts” and an easy way to contact members of Congress via e-mail, fax, or postal mail
- ◆ an [online store](#) of Planned Parenthood sexual and reproductive health resources and products

An interactive version of this annual report can be viewed at <http://www.plannedparenthoodrx.com/annualreport/report-04.pdf>.

### teenwire.com®

teenwire.com is the award-winning PPFA Web site that gives teens honest and medically accurate sexuality and relationship information — in their own language — so they can make healthy, responsible choices. Internationally recognized as an important resource, teenwire.com was nominated for a 2004 Webby Award for Best Health Web Site — the fourth year in a row.

teenwire.com receives approximately 500,000 visits per month and 500 personal inquiries per week via confidential e-mail to its most popular section, “Ask the Experts.” Since June 2003, visits to teenwire.com have increased by 36 percent.

During the past year, teenwire.com launched

- ◆ bimonthly live chats that give teens the opportunity to ask our experts sexual health questions
- ◆ interactive diagrams, in English and Spanish, that describe the female and male sexual and reproductive systems
- ◆ an interactive demonstration on how to put on a condom
- ◆ “Flash!” a news section that alerts visitors to news about sexual health

### Client Education 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 one million PPFA pamphlets, including nine newly published titles: *Having a Healthy Baby — Diet and Nutrition*, *Having a Healthy Baby — Prenatal Medical Care*, *Having a Healthy Baby — Good Lifestyle Choices*, *Having a Healthy Baby — Planning Your Pregnancy*, *Hepatitis — Questions and Answers*, *Lesbian Health*, *¿Estás seguro/a en tu relación?*, *Que hago si estoy embarazada*, *Tus Opciones de aborto en el Primer Trimestre*.



### National Advertising

Working closely with the Affiliate Advertising Advisory Group and in collaboration with more than 95 participating affiliates, we produced “What Do I Know About Me? (WDIKAM) 2.” This multimedia patient recruitment campaign builds on the significant gains made by the first WDIKAM campaign in 2000. The campaign positively and proactively positions the Planned Parenthood brand nationally and capitalizes on the benefits of consistent messaging across the country.

The *Telly Award*-winning WDIKAM2 television spot led to 1,875 free placements that were seen by nearly 19 million viewers nationally.





## Goal 6

*Planned Parenthood will be the model for embracing diversity and expanding the decision-making power base of its stakeholders.*

## The

### Planned Parenthood Diversity Initiative

To become the model for embracing diversity and expanding the decision-making power base of our stakeholders, we

- ◆ completed cultural competence training for national staff
- ◆ co-facilitated a workshop on welfare rights and reproductive rights at the PPFA Western Region conference
- ◆ coordinated the development of PPFA Divisional Diversity Work Plans Report
- ◆ collaborated with the Eastern and Central Region Cultural Diversity Committees to develop the *Guide to Historically Black Colleges & Universities and Greek Letter Organizations* which was used to support the March for Women's Lives
- ◆ collaborated with the Cultural Diversity Steering Committee to review affiliate accreditation indicators for increased diversity among staff and volunteers

### PPFA Clergy Advisory Board

The PPFA Clergy Advisory Board increases public awareness about the spiritual, ethical, and moral dimensions of sexual and reproductive health. It also encourages clergy and lay religious leaders to support the Planned Parenthood mission and our Vision for 2025 by joining the PPFA Pro-Choice Religious Network of more than 2,000 members.

Last year, [PPFA appointed its first chaplain](#) to articulate the spiritual dimensions of sexuality and reproduction. Rev. Dr. Ignacio Castuera, a strong advocate for choice for more than 24 years, has served on the Clergy Advisory Board since its inception in 1994. In his new role as chaplain, Rev. Castuera has offered support and guidance to more than 25 affiliates that wanted to strengthen ties to religious leaders and organizations or that faced opposition from religious groups in their communities.



PPFA Photos/Brian Maasjo



Rev. Dr. Ignacio Castuera

## Goal 7

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

## PPFA

national and affiliate health care experts are recognized authorities on all aspects of reproductive health, from research and technology to patient care, public information, education, and health care policy. Last year

- ◆ In partnership with the PPFA National Medical Committee and affiliate medical experts, we continued to produce medical guidelines to support innovative clinical services and excellence in reproductive health care.
- ◆ We made available a new, no-incision method of tubal sterilization, and [Planned Parenthood Columbia/Willamette](#) (Portland, OR) and [Planned Parenthood Southeastern Pennsylvania](#) (Philadelphia) were approved as the first two affiliates to pilot the method. Through a collaborative effort, medical guidelines and a special *Handbook for Introducing Hysteroscopic Tubal Sterilization (Essure) at Planned Parenthood Affiliate Health Centers* were produced and distributed to all affiliates.
- ◆ The PPFA Multi-Center Research Network conducted a large clinical trial of an innovation for screening cervical cancer and participated in a study to evaluate the cost-effectiveness of a patient-applied treatment for external genital warts.
- ◆ We implemented new training programs and developed workbooks to help affiliates understand the complexities of federal health care funding programs.

In order to disseminate highly effective, accessible, and affordable birth control for PPFA clients, we

- ◆ established a group purchasing program that provides affiliates with savings on the purchase of medical supplies
- ◆ developed deeply discounted contracts for the purchase of affiliate cervical caps and IUDs
- ◆ negotiated favorable new contract terms on both pricing and volume requirements for birth control pills — saving affiliates millions of dollars



PPFA Photo/Carla Davis

## Planned Parenthood Products

The Planned Parenthood Condom has established itself as a high-quality product and successful marketing tool among affiliate education, marketing, development, patient services, and public affairs staff. Condom lollipops and multi-colored condoms are popular for promoting awareness and providing prevention education. All condoms are now available in square packaging and will continue to feature the exclusive "smart" phone number — 1-800-800-PLAN — which leads approximately 18,000 condom users directly to their nearest Planned Parenthood health center every year.

This past year, PPFA launched, exclusively for affiliate clinics, the Planned Parenthood Pregnancy Test, a clinical test of the highest quality with extremely competitive pricing — available in both dipsticks and cassettes.



## Goal 8

*Planned Parenthood will be an authoritative voice on bioethical standards related to reproductive health and sexuality.*

PPFA Photo/Anne Hall

### To

advance Goal Eight, last year we

- ◆ sponsored *Beyond Abortion: Critical Bioethical Issues in Reproductive Health for the 21st Century*, the first Planned Parenthood International Colloquium on the bioethics of reproductive health in 20 years. In July 2003, distinguished panelists from the fields of biology, law, theology, social science, bioethics, and the humanities gathered in Snowbird, UT, for the three-day event.
- ◆ appointed our first national advisor for bioethics, Paul Root Wolpe, Ph.D., a professor in the Department of Psychiatry at the University of Pennsylvania and a senior fellow of the University's Center for Bioethics. Dr. Wolpe is also the first chief of bioethics for the National Aeronautics and Space Administration (NASA). He serves Planned Parenthood in a volunteer capacity.



## Goal 9

*Planned Parenthood will build the largest donor and citizen activist base of any social movement in this country.*

### In

pursuit of Goal Nine, PPFA continued expanding its formidable presence throughout the country. Nearly two million donors and activists support Planned Parenthood and its mission. Our growing national [Action Network](#), which includes more than 650,000 individual activists, responded to our network activations with rates as high as 18 percent. Currently 110 affiliates have immediate access to the national network. We gained an additional 135,000 activists from the March for Women's Lives in April 2004.

In order to train and expand our activist base this year, we instituted Live Action Camps that train activists regionally about grassroots organizing around issues that are important in their states. Through this model, public affairs staff and volunteers/activists learn basic organizing techniques aimed at increasing visibility and educating the general public about our issues.

### **Vox®: Voices for Planned Parenthood**

A nationwide program that is committed to energizing and mobilizing a 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

- ◆ expanded our Vox network of colleges and universities to 155 groups and increased membership by more than 5,000 members
- ◆ brought more than 15,000 young activists and supporters from 95 affiliates to the March for Women's Lives
- ◆ increased Vox chapter participation in affiliate organizing activities, such as state lobby days, earned media campaigns, and local rallies and protests



PPFA Photo/Jon Platner

### **Planned Parenthood Republicans for Choice®**

Republicans for Choice has been working diligently to increase outreach to pro-choice Republicans throughout the country. Through phone banking, we have identified nearly 90,000 new Republican pro-choice supporters to add to our activist network. All these efforts help to influence Republican positions on reproductive health and rights at local, state, and national levels.

## Goal 10

*Planned Parenthood will be acknowledged as one of the 10 best places to work and volunteer.*

### As

part of our effort to make Planned Parenthood one of the 10 Best Places to Work and Volunteer, 43 affiliates and the national organization participated in the Great Place to Work survey in 2004. Overall, the federation's scores improved since 2002, and we are on our way toward reaching Goal 10. In 2004, six affiliates had already scored in the range of *Fortune* magazine's 100 Best Companies to Work For: [Planned Parenthood: Shasta-Diablo](#) (Concord, CA); [Planned Parenthood Northern Michigan](#) (Traverse City); [Planned Parenthood Association of the Mercer Area](#) (NJ); [Planned Parenthood of the Southern Finger Lakes](#) (Ithaca, NY); [Planned Parenthood Health Services of Southwestern Oregon](#) (Eugene); and [Planned Parenthood of Middle and East Tennessee](#) (Nashville).

Seven affiliates increased their scores on the survey by 10 percentage points or more. If all affiliates improved at this rate, the federation could reach its goal of obtaining a place on *Fortune* magazine's list of 100 Best Places to Work within three years! The affiliates with the most improved scores are: [Planned Parenthood: Shasta-Diablo](#) (Concord, CA); [Planned Parenthood of Orange & San Bernardino Counties](#) (CA); [Planned Parenthood of Arkansas & Eastern Oklahoma](#) (Tulsa); [Planned Parenthood Health Services of Southwestern Oregon](#) (Eugene); [Planned Parenthood of the Texas Capital Region](#) (Austin); [Mt. Baker Planned Parenthood](#) (WA); and [Planned Parenthood of Wisconsin](#) (Milwaukee).

The 10 Best Action Group will study the affiliates that have been so successful to determine what strategies they have used to improve their workplaces.

### The Affiliate Leadership and Development Group

The Affiliate Leadership and Development Group works in partnership with affiliate boards and staff to strengthen their operations and leadership. Last year, we

- ◆ launched CEOs for Tomorrow, a program that develops and trains senior staff to become future CEOs. Selection of participants is focused on senior staff of color.



PPFA Photo/Mike McGregor

We also held a variety of other workshops and trainings for CEOs.

- ◆ introduced the Management Mastery Series, a program that helps national and affiliate staff develop the skills they need to succeed in managing people and projects, and to become competent leaders
- ◆ expanded our consulting services to include diversity and cultural competence
- ◆ provided affiliates with superlative technical assistance, training, and consulting services by conducting 240 visits to 90 affiliates in the areas of practice management, financial management and assessment, organizational development, business planning, and board/governance development

### Famous Faces

Three hundred and fifty leaders in the arts and entertainment industries are volunteer members of the PPFA Board of Advocates (BOA). Their public support for the PPFA mission was an extremely valuable contribution during the past year:

- ◆ BETTY, David Eigenberg, Marcia Ann Gillespie, Wendie Malick, Kathleen Turner, and Sarah Weddington participated in affiliate events.
- ◆ Timothy Busfield and Mo Gaffney chose Planned Parenthood to receive their winnings on Bravo's *Celebrity Poker Showdown*, a new show created by Joshua Malina.
- ◆ Planned Parenthood affiliates auctioned off items donated by Mary J. Blige, Al Franken, Ginuwine, Joan Osborne, and the cast of *Six Feet Under*.
- ◆ Patricia Clarkson, Jamie-Lynn Discala, Julianne Moore, and Mary-Louise Parker appeared in *Glamour* magazine wearing shirts designed for Planned Parenthood by Rebecca Taylor.
- ◆ Isabel Allende, Donna Brazile, Julianne Moore, Michael Moore, Gloria Steinem, and Kathleen Turner proudly endorsed PPFA President Gloria Feldt's new book, *The War on Choice*.
- ◆ Planned Parenthood materials were placed on several television shows and films, including *The West Wing*, *Guiding Light*, *Saved*, and *A&E Biography*. *The OC* and *Everwood* featured dialogue mentioning "Planned Parenthood."
- ◆ More than 100 celebrities, including Christina Aguilera, Kevin Bacon, Kristin Davis, Kirsten Dunst, Salma Hayek, Tangi Miller, and Uma Thurman, signed on as honorary chairs for the March for Women's Lives. Margaret Cho, Sheryl Crow, Janeane Garofalo, Whoopi Goldberg, and Cybill Shepherd were among the many celebrities who attended the historic march. The night before the march, Judy Gold, Moby, and Wanda Sykes were just a few of the performers who took part in the Stand Up for Choice! Extravaganza!



PPFA Photo/Anne Heil

Susan Sarandon

The Forum for Women, Law, and Development was founded 10 years ago in Nepal to protect and promote women's human rights. As a result of its efforts, abortion is now legal in Nepal.

K-MET, a long-standing PPFA-I partner in Kisumu, Kenya, is a community health organization that provides safe abortion care and family planning services in a country where abortion is still largely illegal.

### PPFA Maggie Awards

The Maggie's recognize exceptional media coverage of reproductive health issues. In 2004, they were presented to

- [Women's eNews](#) in recognition of the overall excellence of its reporting
- [Working Assets](#) in recognition of the overall excellence of its Web site and its generous donations to non-profit organizations

### The Ruth Green Award

The Ruth Green Award honors a Planned Parenthood affiliate chief executive nominated by the affiliate board and chosen by her or his peers for outstanding leadership with boards and volunteers in planning, public affairs, and fundraising. This achievement was exemplified by Ruth Green, former executive director of [Planned Parenthood of Southern Arizona](#) (Tucson). In 2004, the award was presented to Kay Scott, president and CEO of [Planned Parenthood of Georgia](#) (Atlanta), for her outstanding service, leadership, and dedication to Planned Parenthood and its mission.

## Annual Awards 2004

Each year, Planned Parenthood presents prestigious awards to recognize exceptional contributions that help us move toward our Vision goals.

### PPFA Margaret Sanger Award

The PPFA Margaret Sanger Award, our highest honor, was presented in 2004 to Ted Turner; The Forum for Women, Law, and Development of Nepal; and [K-MET](#) of Kenya in recognition of their dedication to advancing reproductive rights and health.

Ted Turner, CNN founder and philanthropist, was honored for his compassion and committed support of reproductive rights. He demonstrated the level of his commitment in his acceptance remarks, saying, "Women have died for this issue. I am with you 100 percent!"



PPFA Photo/Mike McGregor



PPFA Photo/Cable Risdon

Far left: Ted Turner at the March for Women's Lives

Near left: attorney Sally Blackmun, daughter of Roe v. Wade author, Justice Harry Blackmun, presenting the PPFA Margaret Sanger award to Sapana Pradban-Malla of the Forum for Women, Law, and Development of Nepal

Bottom: Kathleen Turner, national chair, PPFA Board of Advocates, presenting the PPFA Margaret Sanger Award to Dr. Solomon Orero and Monica Ogutu of K-MET of Kenya



PPFA Photo/Cable Risdon

### **Affiliate Excellence Awards**

In 2004, PPFA presented these awards for outstanding achievements by Planned Parenthood affiliates:

*Clinical Service Expansion and Outreach*

[Planned Parenthood of Idaho \(Boise\)](#)

*Clinical and Social Research*

[Planned Parenthood of Southwest and Central Florida \(Sarasota\)](#)

*Clinical Training*

[Planned Parenthood League of Massachusetts \(Boston\)](#)

*Community Education*

[Planned Parenthood of Southern Arizona \(Tucson\)](#)

*Achievements in Diversity*

[Planned Parenthood of the Palm Beach and Treasure Coast Area \(West Palm Beach\)](#)

*Winston E. Forrest Jr. Award for Excellence in Private Fundraising*

[Planned Parenthood of the Columbia/Willamette \(Portland, OR\)](#)

*Ruth Mott Rawlings Mott Award for International Excellence*

[Planned Parenthood Association of Bucks County \(Bristol, PA\)](#)

*Marketing and Advertising*

[Planned Parenthood of Houston and Southeast Texas \(Houston\)](#)

*Media and Public Relations*

[Planned Parenthood of Greater Iowa \(Des Moines\)](#)

*Shannon Lowney/Lee Ann Nichols Award for Innovative Medical Services*

[Planned Parenthood of Central Texas \(Waco\)](#)

*Public Affairs*

[Planned Parenthood of Hawaii \(Honolulu\)](#)

*Professional Education and Training*

[Planned Parenthood Hudson Peconic \(Hawthorne, NY\)](#)

*Special Efforts Serving Teens*

[Planned Parenthood of South Central Michigan \(Kalamazoo\)](#)

*Volunteer Excellence*

[Planned Parenthood of Central and Northern Arizona \(Phoenix\)](#)

**The President and Chair's Courage and Integrity Award** was presented to Robbie and Tom Ausley of [Planned Parenthood of the Texas Capital Region](#) (Austin). They led the effort to build a new reproductive health center in Austin despite attempts by anti-choice hardliners to stop construction.

**The PPFA Volunteer of the Year Award** was presented to the Reverend Gene Mace, for his outstanding work with [Planned Parenthood Heart of Illinois](#) (Peoria). Rev. Mace has been tireless in helping to secure private, affordable, and accessible reproductive health care for women.

**The Young Volunteer of the Year Award** was presented to medical student Fong Liu, a board member of [Planned Parenthood of Alabama](#) (Birmingham). She is a patient escort, lobbyist, educator, and past president of her local chapter of [Medical Students for Choice](#).

**The Planned Parenthood Republicans for Choice® Barry Goldwater Award**, for courage and leadership in promoting policies that enable women to make private decisions about their reproductive lives, was awarded to Representative Rob Simmons (R-CT).

**The Reverends Davis Distinguished Service Award** for epitomizing the lifelong dedication to the advancement of reproductive rights exemplified by Reverend Tom Davis and his late wife, the Reverend Betsy Morgan Davis, was presented to the Reverend Randall Doubet King, board chair for Planned Parenthood Chicago Area (IL) and Vision Stewardship Committee Chair.

**The Responsible Choices® Award** was awarded to Representative Nancy Pelosi (D-CA).

**Jimmy Awards** to help advance the Vision for 2025 by rewarding bold and creative thinking were awarded to

- David Nova, CEO, [Planned Parenthood of the Blue Ridge](#) (Roanoke, VA) for "In Our Own Back Yard: Living with Peace with our Planet"
- Gail Ludwig, PPFA regional director of planned giving, for "Beyond the Global Gag Rule: Multilingual and Multicurrency Services Can Cross Borders and Save Lives"

## Summary of Financial Activities

For The Year Ended June 30, 2004

### Combined Statement of Revenue, Expenses & Changes In Net Assets

	Total [A]	Affiliates	National Office	Eliminations [B]
<b>Revenue</b>				
Clinic Income	306.2	306.2	0.0	
Government Grants and Contracts	265.2	264.7	0.5	
Private Contributions and Bequests	191.0 (c)	141.8	51.6	-2.4
Support From Affiliates	0.0	0.0	7.2	-7.2
Other Operating Revenue	40.0	31.2	8.8	
Alan Guttmacher Institute (12/31/03)	7.6 (d)	8.3	0.0	-0.7
<b>Total Revenue</b>	<b>810.0</b>	<b>752.2</b>	<b>68.1</b>	<b>-10.3</b>
<b>Expenses</b>				
Domestic Programs	See Pages			
A. Medical Services	7-9, 11-12, 16-17	487.6	487.6	
B. Sexuality Education	4-5, 12	44.2	44.2	
C. Public Policy	1, 6, 8, 10-11, 18	39.4	39.4	
D. Services To The Field of Family Planning	1, 5, 8, 13-14	26.3		26.3
E. Service To Affiliates	1, 3, 5, 7, 8, 13-19	26.4		29.5
<b>Total Domestic Programs</b>	<b>623.9</b>	<b>571.2</b>	<b>55.8</b>	<b>-3.1</b>
International Family Planning Programs	8.8	0.0	8.8	
<b>Total Program Services</b>	<b>632.7</b>	<b>571.2</b>	<b>64.6</b>	<b>-3.1</b>
Supporting Services				
A. Management And General	89.9	83.9	6.0	
B. Fundraising	40.6	29.3	11.3	
<b>Total Supporting Services</b>	<b>130.5</b>	<b>113.2</b>	<b>17.3</b>	
Other Expenses				
A. Payments To Related Organizations	2.2	9.4		-7.2
B. Alan Guttmacher Institute	9.4	9.4		
<b>Total Other Expenses</b>	<b>11.6</b>	<b>18.8</b>	<b>0.0</b>	<b>-7.2</b>
<b>Total Expenses</b>	<b>774.8 (e)</b>	<b>703.2</b>	<b>81.9</b>	<b>-10.3</b>
<b>Excess of Revenue Over Expenses</b>	<b>35.2</b>	<b>49.0</b>	<b>-13.8</b>	<b>0.0</b>
<b>Other Changes In Net Assets</b>	<b>2.1</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Net Assets: Beginning Year</b>	<b>688.0</b>	<b>613.2</b>	<b>74.8</b>	<b>0.0</b>
<b>Net Assets: End Year</b>	<b>725.3</b>	<b>664.3</b>	<b>61.0</b>	<b>0.0</b>

For The Year Ended June 30, 2004

Operating & Other Funds [All Amounts In Millions]

Our broad base of committed donors provide nearly 75 percent of the national organization's revenue and more than 30 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.



**Combined Balance Sheet: National And Affiliates**

	Total [A]	Affiliates	National Office	Eliminations [B]
<b>Assets</b>				
Current Assets	549.8	530.5	24.0	-4.7
Property, Equipment, Endowment, Other	313.5	240.2	73.3	
<b>Total Assets</b>	<b>863.3</b>	<b>770.7</b>	<b>97.3</b>	<b>-4.7</b>
<b>Liabilities &amp; Net Assets</b>				
Current Liabilities	71.5	61.7	14.5	-4.7
Mortgages, Notes Payable, Other	66.5	44.7	21.8	
<b>Total Liabilities</b>	<b>138.0</b>	<b>106.4</b>	<b>36.3</b>	<b>-4.7</b>
<b>Net Assets</b>				
Unrestricted	276.5	255.3	21.2	
Property & Equipment	201.2	197.0	4.2	
Temporarily Restricted	101.3	85.1	16.2	
Permanently Restricted	146.3	126.9	19.4	
<b>Total Net Assets</b>	<b>725.3</b>	<b>664.3</b>	<b>61.0</b>	
<b>Total Liabilities &amp; Net Assets</b>	<b>863.3</b>	<b>770.7</b>	<b>97.3</b>	<b>-4.7</b>

June 30, 2004  
[All Amounts In Millions]

A list of all organizations that received contributions from PPFA during the year that ended June 30, 2004, may be obtained by writing to PPFA, 434 West 33rd Street, New York, NY 10001.

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 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, 2004. Affiliate figures reflect the operations of 123 Planned Parenthood affiliates and are based upon amounts reported in affiliate audited financial statements for fiscal years ended during 2003.

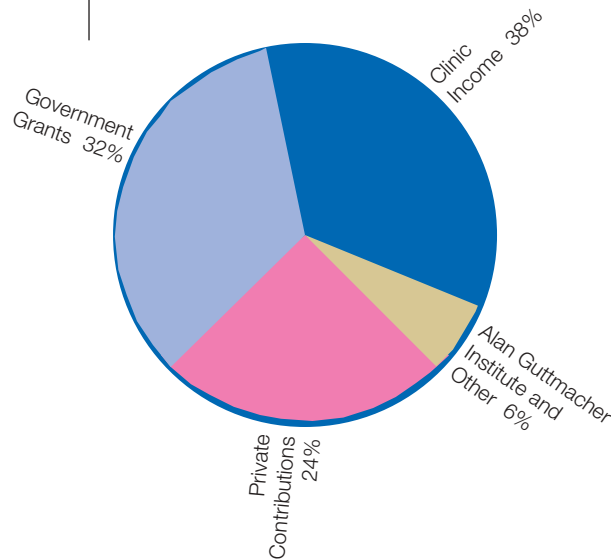
(b) Payments and receipts between affiliates and the national organization have been eliminated. These include dues, rebates, and payments to the Alan Guttmacher Institute. Related adjustments have been made to the balance sheet.

(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 \$17.3 million of bequests.

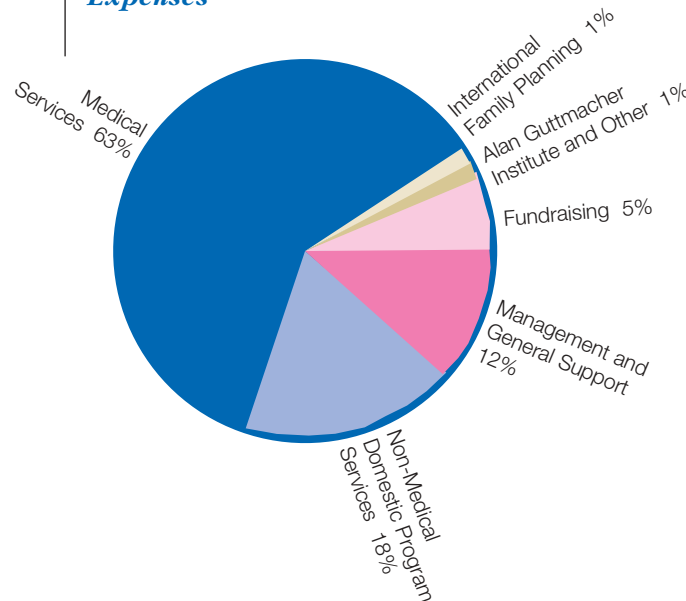
(d) [The Alan Guttmacher Institute](#), a special affiliate to which PPFA supplies some support, is an independent, not-for-profit corporation for reproductive health research, policy analysis, and public education.

(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.

**Revenues**



**Expenses**



## *Gifts That Support Planned Parenthood*

Nationwide, donors to Planned Parenthood contribute in a variety of ways. Many donors to the national organization participate in more than one way of giving.

### **Outright Gifts**

To help fight for family planning and reproductive rights worldwide, gifts can be made for unrestricted support or for a specific purpose. (Member Services, 212-261-4355)

### **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. (Gift Planning, 212-261-4345)

### **Gifts Online**

To use our convenient and secure Web site to make a gift, log on to [www.plannedparenthood.org/donate](http://www.plannedparenthood.org/donate). (Online Giving, 212-261-4669)

### **Sustaining Membership**

Strengthen PPFA through monthly gifts transferred directly from your bank account or credit card. (Sustaining Members, 212-261-4682)

### **Gifts of Stock**

Receive a charitable deduction for the full fair market value of your gift, along with an exemption from capital gains tax, on shares you have owned for at least one year. (Member Services, 212-261-4555)

### **Memorial or Honorary Gifts**

Celebrate the lives and achievements of special individuals by making gifts in their honor. (Member Services, 212-261-4677)

### **Designated Gifts at the Workplace**

Help sustain Planned Parenthood through the Combined Federal Campaign, your local United Way, and other workplace campaigns. (Workplace Giving, 212-261-4641)

### **Matching Gifts**

Your employer may double or even triple the value of your gift. Your company's human resources office can provide appropriate information. (Matching Gifts, 212-261-4675)

## *Power the Promise: The Campaign for Planned Parenthood*

Planned Parenthood is armed with a far-reaching vision to meet a huge challenge of the 21st century — to elevate women's reproductive freedom to equal status with other human rights and to ensure the universal availability of reproductive health services.

To accomplish this, the national organization and its 123 affiliates are collaborating to raise \$340 million over eight years through Power the Promise: The Campaign for Planned Parenthood. The campaign, which has raised more than \$34 million to date, combines the strengths of our nationwide network of community-based affiliates with the vision and support systems of the national organization. Together, we will change the social and political climate for reproductive rights and sexual health in America and across the world. (Power the Promise Campaign, 212-261-4655)

## Planned Parenthood® Federation of America, Inc.

### 2004 Board of Directors Planned Parenthood® Federation of America, Inc.

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La Don Love

#### VICE CHAIRPERSON

Lucy J. Karl

#### TREASURER

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Jill Vinjamuri Gettman

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Liz Accles

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Jill Vinjamuri Gettman  
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Elena Marks  
Frederick A.B. Meyerson  
Karen Shepherd  
Pam Sutherland (honorary)  
Steve Trombley  
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#### VICE CHAIRPERSON

Margaret Ruttenberg, M.D., M.Sc.

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Ellen Chesler, Ph.D.

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Jennifer A. Barefoot

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Gordon D. Fisher  
Anne Hale Johnson  
John R. Taylor  
Frank J. Vigil

### The Planned Parenthood Alumni Association

#### CHAIRPERSON

Peggy Rubin

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## ERRATUM

The data for the number of abortions Planned Parenthood affiliates provided in the calendar year 2003 has been updated since we went to press with the print version.

The number we published on p. 9, 216,591 (which would have demonstrated a 6.1 percent decline), has been updated to 244,628 (which demonstrates a 6.1 percent increase).

We are sorry that these numbers were not available at press time.

The Editor