

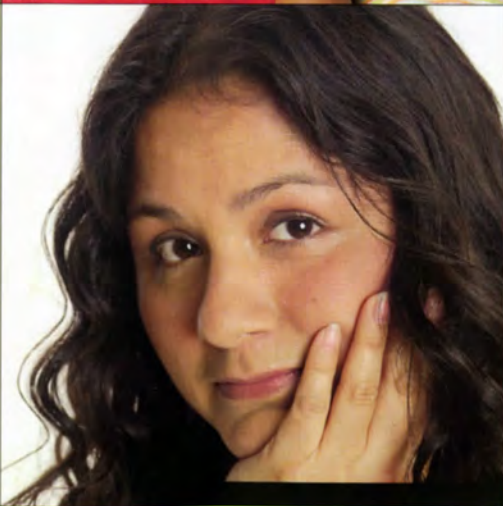




Tell Your Story,
Change The World

Annual Report
2002-2003

Planned Parenthood®
Federation of America



 Planned Parenthood®

ABOUT PPFA

Planned Parenthood® Federation of America, Inc., is the world's largest and most trusted voluntary reproductive health care organization. Founded by Margaret Sanger in 1916 as America's first birth control clinic, Planned Parenthood believes 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 own destinies.

Every year, nearly 21,000 affiliate volunteers and staff provide sexual and reproductive health care, education, and information to nearly five million women, men, and teens in the U.S. Nearly 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 and voter education.

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We address family planning needs in developing countries through our international programs, Planned Parenthood Federation of America-InternationalSM (PPFA-ISM) and Planned Parenthood Global Partners[®] (PPGP); and through our membership in the International Planned Parenthood Federation. Private-sector contributions, patient fees, government grants, and third-party reimbursements support our programs and services.

A not-for-profit organization, PPFA maintains national offices in New York City, San Francisco, Chicago, and Washington, DC. Our 125 affiliates manage 866 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.

Medical and service data in this report apply to the calendar year 2002 — they are reported on page 6.

All other program activities apply to the fiscal year ended June 30, 2003.

The summary of financial activities is reported on pages 16–17.



A Year of Challenges: A Dialogue

PPFA President GLORIA FELDT: It's been a tough year! While public angst over terror, war, unemployment, and a rotten economy took a toll on philanthropic support, we managed to hold our own. And we are so grateful to our many supporters! At the same time, the midterm elections were a punch to the solar plexus, giving us an anti-choice Congress to aid and abet the anti-choice administration. But we're fighting forward with our proactive agenda because that's our mission and our moral obligation.

PPFA Chairperson LA DON LOVE: Yes, it's by setting a proactive agenda that we will win on *our* terms. I feel honored and challenged to be serving as chairperson during difficult times that summon us all to be better than we ever thought we could be. I took the gavel from Alfredo Vigil, M.D., a model leader who took a special interest in achieving our goal of diversity. I share that interest and have pledged to continue working on all our Vision for 2025 goals. One way to achieve those goals is to deepen the role of volunteers in helping advance our agenda.

GF: La Don, you are the consummate volunteer leader. The fact that every PPFA board member supported the Power the Promise Campaign, for example, helped the campaign really take off, boosting confidence that it will succeed.

LL: The early success of the Power the Promise Campaign demonstrates that when we work creatively and collaboratively, we can win. And one thing we cannot do in these tough economic times is to lose sight of our Vision goals.

GF: We climbed many rungs in our Vision ladder over the last year. On the way to meeting Goal Two, to ensure access to reproductive and sexual health care, Planned Parenthood of Minnesota/South Dakota expanded to include North Dakota. That gives Planned Parenthood a presence in all 50 states and the District of Columbia! We truly are nationwide now.

LL: Yes, and our affiliates are serving more clients than ever — eight percent more contraceptive patients than the year before, eight percent more abortion patients. When times are tough, people need the services of Planned Parenthood more than ever.

GF: That's the paradox — the more threatened reproductive rights are, the more our clients need us. Our donor dollars reflect the same dynamic. We've had to do some belt tightening in this bad economy, and foundations have been particularly hard hit. Yet our planned giving program has grown significantly and individual donors have been generous and loyal. Not only did we get a \$20 million anchor gift for the public policy initiative of our Power the Promise Campaign, but gifts are up, retention is up, reactivated donors are up, retained donor revenue is up, and the number of new donors is up.

LL: All that relates to Goal Nine: "Planned Parenthood will build the largest donor and citizen activist base of any social movement in this country."

GF: In this dire political climate we need activists now more than ever. Our Planned Parenthood Action Network boasts nearly one million activists, donors, and supporters. And we fully expect that the March for Freedom of Choice in Washington, DC, on April 25, 2004, will be the biggest pro-choice march ever and make the most powerful impact. This is a historic moment in which all supporters of reproductive freedom are called to take action.

LL: And the PPFA membership voted to allow the Planned Parenthood Action Fund to endorse presidential candidates.

GF: That vote will be remembered as a critical historical moment when we unleashed all our options to change the political and social climate for choice. When Margaret Sanger opened the first birth control clinic in 1916, that was a dramatic political act. Today, if we are to ensure that women have rights and access to birth control services, we must engage in the political process. Every woman in charge of her own destiny. That, after all, is what our great mission is about.

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



The Planned Parenthood Promise

Creating hope for humanity:

The freedom to dream, to make choices, and to live in peace with our planet.

Tell Your Story, Change The World

The world is in desperate need of the kind of positive, life-affirming change that the Planned Parenthood mission, vision, and promise bring to humanity. Our stories put a human face on the issues that confront us. They are the most powerful testimony against the pernicious web of attacks on our reproductive rights. They are also the most powerful weapons we have in the battle to win what *The New York Times* has called, "The War Against Women."

But we've always known that the personal is political. In sharing our stories we open the eyes of those who need to see with new clarity, and we open the minds of those who need to understand with new insight.

Our stories, and the stories of those who came before us, are what inform and shape the Planned Parenthood Vision for 2025 and its Promise.



Our Vision for 2025 also 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.

This annual report outlines our progress toward the reaching the 10 audacious Vision goals, which we will achieve in the next quarter-century.

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 educators and trainers offered programs and resources to more than 1.4 million participants. Last year we

- developed and conducted the interactive workshop, "Promoting Healthy Sexuality" at more than 25 affiliates and at the annual conferences of the American Association of Sexuality Educators, Counselors, and Therapists; Society for the Scientific Study of Sexuality; Sexuality Information and Education Council of the United States; Advanced Sexuality Educators and Trainers retreat; World Congress of Sexology; 25th Anniversary Guelph Sexuality Conference; and Illinois Public Health Conference
- became one of the founding members of the North American Federation of Sexuality Organizations, which is devoted to the promotion of sexual science and sexual health and rights
- led more than 50 national organizations in the National Family Sexuality Education Month Coalition and produced and distributed more than 10,000 brochures for parents



Some Affiliate Activities

Planned Parenthood affiliate educators are viewed as their communities' experts in sexuality education. In response to the growing body of knowledge within the field, our educators have delivered increasingly intensive programs and have enhanced the effectiveness of their programs for young people, parents, faith communities, and professionals by strengthening their program evaluation process.

- *Rose B. Dwight Dream Shop*, an after-school teen pregnancy prevention program for 10-to-19-year-old girls, reinforced the value of education and instilled skills and motivation for continued success. Activities included tutoring, community service projects, and a 10-week, age-appropriate sexuality education class (Planned Parenthood of the Greater Miami Valley, OH).
- In partnership with local Head Start projects, the *Next Step* program helped expectant parents and parents of preschool children learn how to talk with children about sex and sexuality. Offered in English and Spanish, the program explored values and attitudes about sexual behaviors as well as the tools needed to communicate age-appropriate sexuality information (Planned Parenthood of Nassau County, NY).
- *FACES (Facts for Adolescents about Choices, Education, and Sexuality)* trained young people to inform their peers about sexual health. Teen advocates worked as peer educators in health centers and the community-at-large, and teen theater members performed original plays about adolescence and sexuality (Planned Parenthood of Northeast Florida).
- *La Promesa Initiative* worked to increase culturally competent outreach efforts in underserved Latino communities. Spanish-speaking educators provided on-site health information for predominantly Latino clientele at supermarkets and shopping malls. The initiative also developed programs in Spanish, such as *Día de Papanicolau Gratis* — Free Pap Day (Planned Parenthood of the Palm Beach and Treasure Coast Area, FL).



The Katharine Dexter McCormick Library

The Katharine Dexter McCormick Library serves the research and information needs of PPFA staff and volunteers nationwide, as well as researchers, other sexual health professionals from around the world, writers, and journalists. Last year the library drew from its collection of 6,100 books, 23,000 articles, pamphlets, journals, and historic photographs and videotapes to respond to nearly 3,000 requests for information and to create and publish fact sheets, white papers, bibliographies, and resource listings.

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.

Some National Organization Activities

We conducted 38 comprehensive and 88 annual reviews of affiliates' board, administrative, financial, and medical programs, ensuring consistent application of Planned Parenthood standards nationwide.

Through the **Mifepristone Affiliate Readiness Project**, which works very closely with CAPS, the Consortium of Planned Parenthood Abortion Providers, Planned Parenthood has provided safe and early medical abortion using mifepristone to more than 48,500 women through 172 health centers managed by 74 affiliates.

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

- trained 5,085 staff clinicians in the provision of mifepristone
- tracked utilization (Planned Parenthood is the only national organization that tracks utilization and success rates of mifepristone. Data collected 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 medical abortion in their communities
- provided funding to five affiliates to help them conduct local advertising campaigns informing women of the availability of early medical abortion using mifepristone
- provided funding opportunities for affiliates to expand and improve their medical and surgical abortion services

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 21 women's health nurse practitioners
- trained 33 advanced practice clinicians to perform colposcopic examinations
- created grant-funded specialty courses and offered "Framing the Abstinence Message: Preserving Adolescent Future Fertility," "The Many Faces of Violence and Abuse," "Introducing Services for Men into your Clinical Practice," "Clinical Skills in Reproductive Health Care," "Pharmacology in Reproductive Health Care," "HIV/AIDS/STIs 2002," and "Gynecology: Trends and Treatments" to 115 physicians and advanced practice clinicians
- hosted more than 350 nurse practitioners, nurse-midwives, and physician assistants at the 27th Annual Post Graduate Seminar for Nurse Practitioners in Women's Health Care

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

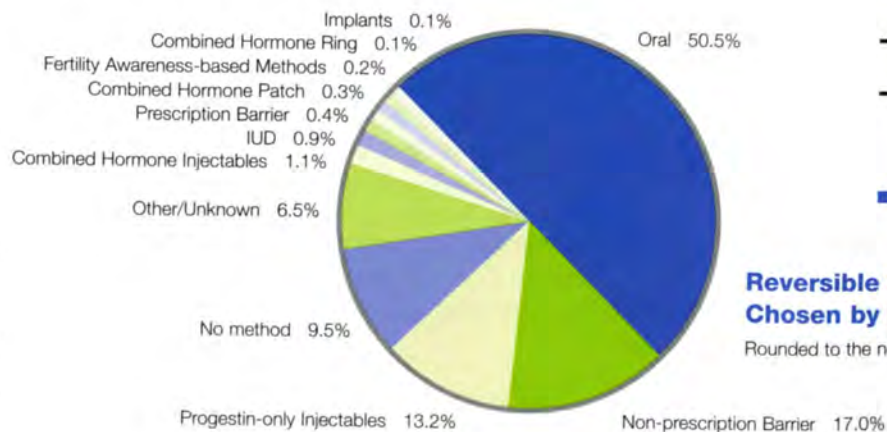
- victories in federal courts that found unconstitutional a Delaware law mandating women wait 24 hours and receive state-prescribed information before having an abortion; a South Carolina law that allowed the creation of specialty "Choose Life" license plates and the disbursement of fees charged for them to crisis pregnancy centers; and a South Dakota law requiring that abortions must be performed in a hospital after the 12th week of pregnancy
- the withdrawal of a State of Iowa subpoena of private medical records of pregnant patients of Planned Parenthood of Greater Iowa
- favorable settlement awards in proceedings against several large employers, granting generous coverage for contraceptives in employee benefits plans
- a decision from the U.S. Supreme Court leaving intact an appeals court ruling that anti-abortion protestors had engaged in threats of violence and intimidation by, among other things, publishing "wanted posters" of abortion providers

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

- provided technical assistance via telephone and e-mail to more than 90 affiliates
- published monthly clinic violence updates, *HotSpots*, as well as an annual summary, *The Chronicles of Clinic Violence*
- conducted two "Basic Security 101" conferences for nearly 100 affiliate security coordinators
- provided technical assistance to the National Abortion Federation, Feminist Majority Foundation, California Department of Justice, and seven local law enforcement agencies
- held a variety of security workshops, trainings, and update sessions at several national and local conferences for Planned Parenthood staff and volunteers
- provided on-site security coverage at national meetings
- established CPR and emergency management training programs for national staff
- provided protection and threat assessment for the president and other high-risk people in the federation

Preserving Title X

PPFA helped achieve a funding increase of \$10 million, for a total of \$273 million, for Title X, America's family planning program, despite anti-family planning efforts to cripple the 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.



Reversible Contraceptive Methods Chosen by Planned Parenthood Clients, 2002

Rounded to the nearest 10th percent

Affiliate Service Summary

	2001	2002	% change 2001-2002	referred out (01)	referred out (02)
Reversible Contraception Clients, Women	2,021,979	2,208,483	9.2%		
Emergency Contraception Kits	469,578	633,756	35.0%		
Tubal Sterilization Clients	645	680	5.4%	1,154	1,815
Reversible Contraception Clients, Men	49,164	60,476	23.0%		
Vasectomy Clients	2,296	2,522	9.8%	489	773
Abortion Procedures	213,026	227,375	6.7%		
HIV Testing Clients, Women	113,627	126,477	11.3%		
HIV Testing Clients, Men	40,096	48,991	22.2%		
Prenatal Clients	15,618	15,860	1.5%		
Infertility Clients	282	325	15.2%		
Colposcopy Procedures	33,401	31,248	(6.4)%		
LOOP/LEEP Procedures	1,468	1,529	16.5%		
Cryotherapy Procedures	4,657	3,913	(16.0)%		
Midlife Clients	14,041	10,575	(24.7)%		
Pregnancy Tests	1,105,563	1,081,772	(2.2)%		
Breast Exams/Breast Care	940,866	1,062,727	13.0%	9,211	12,299
Adoption Referrals To Other Agencies				1,951	1,963
Primary Care Clients	19,562	24,483	25.2%		
STI Procedures, Women and Men	1,346,710	1,255,036	(6.8)%		
Other Services, Women	58,480	58,626	0.2%		
Other Services, Men	20,711	17,905	(13.5)%		
Total*	6,471,831	6,873,011	6.2%	12,805	16,850
Total Unduplicated Clients	2,647,423	2,744,554	3.7%		

* If clients received multiple services, they are counted in each service.
NOTE: Some affiliates have made corrections to their 2001 reports and not all numbers will match last year's report.

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 our activists (see Goal Nine) helped secure legislative advances and make significant progress toward three priorities of our legislative agenda:

Sex Education — PPFA is working with affiliates to help community activists, parents, students, clergy, and HIV/AIDS service organizations fight for medically accurate sex education at the local school board, the statehouse, and congressional levels. Last year, California and Maine mandated comprehensive, medically accurate sex education in their public schools.

Emergency Contraception (EC) — PPFA helped shape an amendment to the so-called “partial birth” abortion bill. Two of these elements focused on emergency contraception — The Emergency Contraception Education Act and The Compassionate Care for Female Sexual Assault Survivors Act. This amendment focused efforts on reducing unintended pregnancy, improving maternal health, and decreasing the number of abortions.

Contraceptive Equity — We continued to promote passage of the federal Equity in Prescription Insurance and Contraceptive Coverage Act, which would ensure that contraceptives are covered under health insurance plans in the same manner as other prescription medications and devices. We helped pass similar legislation in 21 states, and continued to pursue other litigation strategies to preserve access to family planning.

Statewide Partnerships

PPFA and affiliates from 18 states have come together through the Power the Promise Campaign and the Pro-Choice Organizing Project to preserve and expand access to all reproductive health care services and to urge the pro-choice majority of Americans to voice their views. Through the campaign, 15 states received grants to support their public policy work. Eight of those states also received additional funding to identify and organize activists through postal mail, the phone, and the Web. Last year we advanced Goal Three by influencing the passage of bills in several states:

- The California legislature passed a bill that will improve the quality of sex education throughout the state.
- Illinois became the 21st state to pass a contraceptive equity bill.
- New York and New Mexico passed legislation that would require hospitals to give women accurate information about emergency contraception and to supply the medication in a timely manner upon request.
- Hawaii passed emergency contraception legislation, becoming the fifth state to encourage the collaboration of pharmacists and physicians to increase women's timely access to emergency contraception.

Protecting *Roe*

The U.S. Supreme Court's 1973 *Roe v. Wade* decision hangs on a razor-thin (one-vote) 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 have launched an urgent campaign to save *Roe* and have

- raised public awareness through print advertisements and an action-packed Web site, www.saveROE.com, which has received nearly half a million visits
- offered significant opposition, with support from the Planned Parenthood Action Network, to the nomination of anti-choice judges Charles Pickering, Priscilla Owen, and Miguel Estrada to the U.S. courts of appeals
- continued to educate diverse constituencies through partnerships with progressive organizations such as the National Council of Jewish Women and the National Council of Negro Women
- continued to inform and recruit pro-choice Republicans through our Planned Parenthood Republicans for Choice® program — the premier organization for pro-choice Republicans



Guatemala and Peru, increasing rural women's access to reproductive health services. Advocacy initiatives led by 200 activists in Ecuador, Nicaragua, and Trinidad and Tobago worked to expand the reproductive rights of women, men, and adolescents.

Planned Parenthood Global Partners® (PPGP)

PPGP pursued Goal Four by delivering on the promise made five years ago at its creation to improve reproductive health services in the U.S. and around the world and thereby build a constituency for international family planning. What started out as a simple idea has grown to touch almost every affiliate, providing resources to ensure that Planned Parenthood is a global leader in reproductive health and rights.

Last year PPGP

- helped challenge the Bush administration's anti-family planning proposals at the Asia-Pacific regional meeting to prepare for the 10th anniversary of the International Conference on Population and Development. Delegates from the Asia-Pacific region handed the Bush administration a resounding defeat and refused to adopt U.S. proposals weakening reproductive rights.
- with the help of International Planned Parenthood Federation and other international coalition partners, opposed the Bush administration's expansion of the global gag rule to HIV/AIDS funding, securing a major victory that demonstrated that the administration's policies go against the will of the American people. Under the leadership of Senator Barbara Boxer (D-CA), the Senate voted 53-43 to overturn the global gag rule, which, nevertheless, remains in effect.
- partnered the Planned Parenthood Association of Bucks County (PPABC) with K-Met, which provides reproductive health services to underserved communities in Kenya. U.S. Representative Jim Greenwood (R-PA) traveled with PPABC on their exchange visit and later hosted a U.S. congressional briefing with K-Met spokespeople, PPABC, and PPGP, about the impact of the global gag rule and the dangers of abstinence-only AIDS prevention programs.



GOAL 5

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

Planned Parenthood executed communication strategies designed to lead the discussion of reproductive health and rights issues, energize our activists, elected officials, opinion leaders and the public, and ultimately, advance our public policy agenda. We work proactively with major media organizations every day to provide information and education that enable people worldwide to make responsible choices about their health and improve their lives.

Several successes highlighted the year, including the publication of Gloria Feldt's *Behind Every Choice Is a Story*. Timed to coincide with the 30th anniversary of *Roe v. Wade*, the PPFA president's book created numerous new media opportunities and enhanced the ability of Planned Parenthood — at the national, regional, and local levels — to provide depth and dimension to public policy initiatives, internal and external communications efforts, and day-to-day news coverage. The book created a new focus on the real reproductive health challenges experienced by people today, and energized supporters regarding the power of their own voices. *Behind Every Choice Is a Story* earned significant national media coverage, including C-SPAN Book TV, syndicated columnist Liz Smith, *Texas Monthly*, *Ms.*, *Glamour*, and MSNBC.

The 30th anniversary of *Roe v. Wade* presented the opportunity to shed light on the current threats to reproductive rights, underscore the importance of taking action to protect what we hold dear, and highlight Planned Parenthood leadership and advocacy roles at the national level and, through affiliates, in communities nationwide. Our publication of "George W. Bush's War on Women" and the subsequent editorial published on that theme early in January in *The New York Times* shifted the landscape for understanding reproductive rights today. Other *Roe*-at-30 commentaries were included in *The New York Times*, *Time*, *Newsweek*, *The Nation*, the Associated Press, NPR's *Morning Edition* and *The Tavis Smiley Show*, *Donahue*, and *Hardball with Chris Matthews*.

Another high-visibility success grew out of a medical privacy victory in Iowa. Planned Parenthood of Greater Iowa's courageous and principled stance in the face of a subpoena demanding medical records of clients earned extensive, favorable, national media coverage by CNN, *The New York Times*, NPR, *People*, an editorial in *The Washington Post*, and others.

**Behind Every Choice
Is a Story**



Gloria Feldt
with Carol Michalek Jennings
Foreword by Kathleen Turner



**Jill June, President and CEO
Planned Parenthood of Greater Iowa**

Planned Parenthood was an authoritative voice in major stories exposing the Bush administration's ideology-instead-of-science efforts, as well as those covering advances in reproductive health technology, on NBC's *Today* and in *The New York Times*, *Glamour*, NPR's *The Tavis Smiley Show*, and others. PPFA President Gloria Feldt addressed the merits of contraceptive equity in an entertaining and well-received segment of Comedy Central's *The Daily Show with Jon Stewart*.

plannedparenthood.org

PPFA's Web site, plannedparenthood.org, provides reliable information on health and advocacy to millions of visitors each year. The site logged more than 720,000 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
- comprehensive education materials on sexual and reproductive health topics, including Spanish-language resources
- contact information for Planned Parenthood affiliates
- Planned Parenthood Action Network "action alerts" and Legislative Action Center, providing activists with an easy way to contact members of Congress via e-mail, fax, or postal mail
- an online store of Planned Parenthood sexual and reproductive health resources and products

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 received the MediMedia 2002 International Health & Medical Media Award (also known as the FREDDIE Award) in the Adolescent Health category. For the third year in a row, teenwire.com was nominated for a 2003 Webby Award for Best Health Web Site.

The teenwire.com Web site received approximately 400,000 visits per month and 500 personal inquiries per week via confidential e-mail. Last year, we

increased Spanish-language content and introduced an Ask the Experts feature in the *En Español* section. We introduced two new features in the Now Playing section — "Sextionary," a dictionary of Flash® animation illustrating sexual health terms and definitions, and "kieradotcom," a fictional online teen journal that takes a lighthearted but realistic look at the ins and outs of teenage life.

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 two million PPFA pamphlets, including six newly published titles: *Is the Patch Right for You?; Is the Ring Right for You?; Your Abortion Options In the First Trimester — Questions and Answers; ¿Es esto amor? — Cómo determinar si tienes una buena relación con tu pareja; Las verdades de la vida — Una guía para los adolescentes y sus familias; and El virus del papiloma humano (VPH) y el cáncer cervical — Preguntas y Respuestas.*

National Advertising

Working closely with the Affiliate Advertising Advisory Group, the national organization continued to produce, distribute, and place positive and proactive advertising messages — increasing the consistency of our messages across the country.

Ads that promote PPFA's saveROE.com Web site were placed in high-profile political magazines, including *The Nation*, *The New Republic*, *The Progressive*, *American Prospect*, and *Mother Jones*. *Rolling Stone* magazine generously contributed two months of full-page advertising for our "And the Morning After That" advertisement for emergency contraception. We also placed teenwire.com ads in *Cosmo Girl*, *Essence Teen*, *Seventeen*, *Teen Ink*, *Teen Voices*, and *YM*.

Our award-winning *What Do I Know About Me?* ad campaign was distributed nationally on CNN and its local stations in 47 markets, which led to more than 2,000 free placements that were seen by more than 16.4 million viewers.

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

- provided 14 cultural competence trainings to national staff
- coordinated LGBT workshops for our Education Directors Conference and for the PPFA Health Care Institute
- developed a database of diversity resources and best practices
- researched and outlined a CEO Development Project
- created resources to recruit and retain diverse board members, to provide services for clients with limited English proficiency, and to conduct cultural competence assessments

PPFA Clergy Advisory Board

The PPFA Clergy Advisory Board leads a national program to increase public awareness about the spiritual, ethical, and moral dimensions of 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. More than 2,000 network members receive the newsletter *Clergy Voices* twice a year.

Last year, the Clergy Advisory Board continued to pursue many of its successful initiatives:

- Nearly 1,650 clergy and lay religious leaders endorsed the Clergy Advisory Board Statement on Comprehensive Sexuality Education.
- Dr. Daniel C. Maguire, president of the Religious Consultation on Population, Reproductive Health, and Ethics, PPFA Clergy Advisory Board member, and author of *Sacred Choices: The Right to Contraception and Abortion in Ten World Religions*, helped boost affiliate efforts to make new allies in their faith communities through 45 appearances at Planned Parenthood affiliate events.
- To advance Goal Eight, Professor Ronald Cole-Turner, the H. Parker Sharp Professor of Theology and Ethics, Pittsburgh Theological Seminary, discussed "Bioethics: The Search for a Moral Compass" at the Planned Parenthood Annual Conference's interfaith prayer breakfast. A bioethics task force comprising Clergy Advisory Board members and affiliate clergy leaders was formed to explore the theological and spiritual dimensions of these important health issues.



GOAL 7

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

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

- We joined with affiliates to launch our Research Network and began a major clinical trial for a new cervical cancer screening technology.
- 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.

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

- conducted a comprehensive baseline survey to determine current affiliate costs for clinical commodities and finalized an agreement with a primary distributor of medical supplies that will offer affiliates a group purchasing opportunity with cost savings.
- negotiated a multi-year contract for birth control pills at nominal prices, a coup in light of the competitive pharmaceutical market. As a result, one affiliate reported that it would save more than \$400,000 next year.

The Planned Parenthood® Condom

The Planned Parenthood Condom continued to grow in popularity among affiliate education, marketing, development, client services, and community and public affairs staff. New products, such as condom lollipops and multicolored condoms, have become popular and successful ways to promote awareness and prevention education.

Last year, the exclusive "smart" phone number on the Planned Parenthood Condom package — 1-800-800-PLAN — directed approximately 3,500 condom users directly to their nearest Planned Parenthood health center for services.



GOAL 8

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

To advance Goal Eight, last year we

pilot-tested processes for establishing PPFA positions on bioethical issues in reproductive health. Through a series of forums, including several in-person meetings and telephone and Web conferences calls, we explored ways to create opportunities for Planned Parenthood staff and volunteers nationwide to contribute to PPFA positions on bioethical issues. We included a panel of experts on bioethical issues on the Planned Parenthood Eastern and Central Regional Conferences' agendas. The sessions included electronic polling, which allowed audience members to express their views on a variety of ethical questions raised in the context of various scenarios.

prepared for *Beyond Abortion: Critical Bioethical Issues in Reproductive Health for the 21st Century* — the first Planned Parenthood International Colloquium on the Bioethics of Reproductive Health held in Snowbird, Utah, in July 2003. A planning committee of Planned Parenthood staff and volunteers worked with faculty from the Center for Bioethics at the University of Pennsylvania to organize the event. The colloquium was co-sponsored by the Center for Bioethics and Planned Parenthood Clergy Advisory Council.

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 to build a formidable grass-roots presence throughout the country. Our growing national Action Network, which included more than 365,000 individual activists last year, responded with rates as high as 25 percent to our network activations. One hundred and six affiliates now have immediate access to the national network. Last year, affiliates inspired an estimated 400,000 more activists to join their networks.

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 more than 110 groups
- trained more than a third of our Vox groups nationwide in leadership and advocacy skills
- coordinated student organizing campaigns with affiliate efforts to increase emergency contraception awareness and access

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, 212-261-4359)

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. (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, 212-261-4535)

Memorial or Honorary Gifts

Celebrate the lives and achievements of special individuals by making gifts in their honor. (Member Services, 212-261-4359)

Designated Gifts at the Workplace

Help sustain Planned Parenthood through the Combined Federal Campaign, your local United Way, and other workplace campaigns. (Workplace Giving, 212-261-4669)

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, 212-261-4320)

Power the Promise:

The Campaign for Planned Parenthood

Planned Parenthood is armed with an aggressive vision and plans to meet a great challenge of the 21st century — the elevation of women's reproductive freedom to the same status as other human rights and to ensure the universal availability of reproductive health services.

Our unprecedented Power the Promise Campaign is underway. The national organization and its 125 affiliates continue to collaborate to raise \$340 million over eight years in order to power the Planned Parenthood promise for women everywhere.

This year we have met and exceeded our goal of raising \$25 million in the early leadership phase of the campaign. (Power the Promise Campaign, 212-261-4312)



Summary of Financial Activities

Combined Statement of Revenue, Expenses & Changes in Net Assets Operating & Other Funds [All Amounts In Millions]

For The Year Ended June 30, 2003

	Total [a]	Affiliates	National Office	Eliminations [b]
Revenue				
Clinic Income	288.2	288.2	0.0	
Government Grants and Contracts	254.4	254.0	0.4	
Private Contributions and Bequests	228.1 (c)	157.4	72.9	(2.2)
Support From Affiliates	0.0	0.0	7.0	(7.0)
Other Operating Revenue	(11.9)	(16.6)	4.7	
Alan Guttmacher Institute (12/31/02)	7.8 (d)	8.5	0.0	(0.7)
Total Revenue	766.6	691.5	85.0	(9.9)
Expenses				
Domestic Programs:	SEE PAGES			
A. Medical Services	5-6, 8-9, 13-14	463.7	463.7	
B. Sexuality Education	3-4, 7	42.1	42.1	
C. Public Policy	1, 6-7, 9	39.5	39.5	
D. Services to the Field of Family Planning	1, 3-4, 9-15	23.5	0.0	23.5
E. Service to Affiliates	1, 3-4, 6, 9-15	18.0	0.0	20.9
Total Domestic Programs	586.8	545.3	44.4	(2.9)
International Family Planning Programs	9.0	0.0	9.0	
Total Program Services	595.8	545.3	53.4	(2.9)
Supporting Services				
A. Management and General	86.3	80.2	6.1	
B. Fundraising	38.5	28.4	10.1	
Total Supporting Services	124.8	108.6	16.2	
Other Expenses				
A. Payments to Related Organizations	1.3	8.3		(7.0)
B. Alan Guttmacher Institute	8.1	8.1		
Total Other Expenses	9.4	16.4	0.0	(7.0)
Total Expenses	730.0 (e)	670.3	69.6	(9.9)
Excess of Revenue Over Expenses	36.6	21.2	15.4	0.0
Other Changes in Net Assets	(1.7)	(1.7)	0.0	0.0
Net Assets: Beginning Year	653.1	593.7	59.4	0.0
Net Assets: End Year	688.0	613.2	74.8	0.0

Our broad base of committed donors provides nearly 90 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 [All Amounts In Millions]**

For The Year Ended June 30, 2003

	Total [a]	Affiliates	National Office	Eliminations [b]
Assets				
Current Assets	533.9	489.6	45.7	(1.4)
Property, Equipment, Endowment, Other	290.6	224.0	66.6	
Total Assets	824.5	713.6	112.3	(1.4)
Liabilities & Net Assets				
Current Liabilities	74.4	60.3	15.5	(1.4)
Mortgages, Notes Payable, Other	62.1	40.1	22.0	
Total Liabilities	136.5	100.4	37.5	(1.4)
Net Assets				
Unrestricted	243.5	225.9	17.6	
Property & Equipment	189.2	184.5	4.7	
Temporarily Restricted	115.6	82.1	33.5	
Permanently Restricted	139.7	120.7	19.0	
Total Net Assets	688.0	613.2	74.8	
Total Liabilities & Net Assets	824.5	713.6	112.3	(1.4)

A list of all organizations that received contributions from PPFA during the year that ended June 30, 2003, 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.

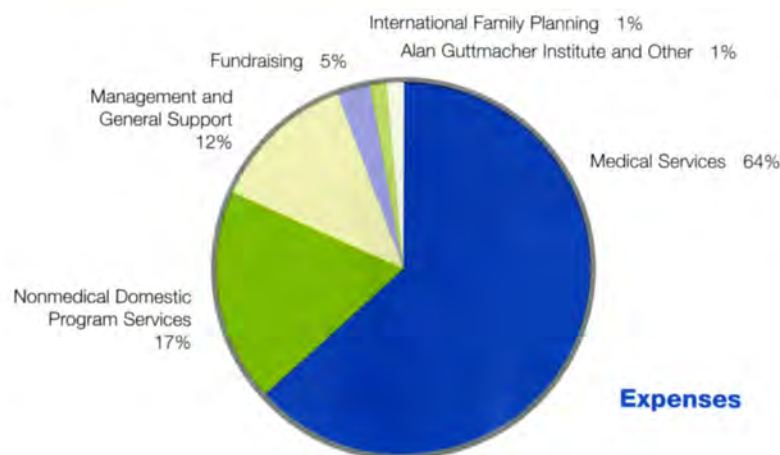
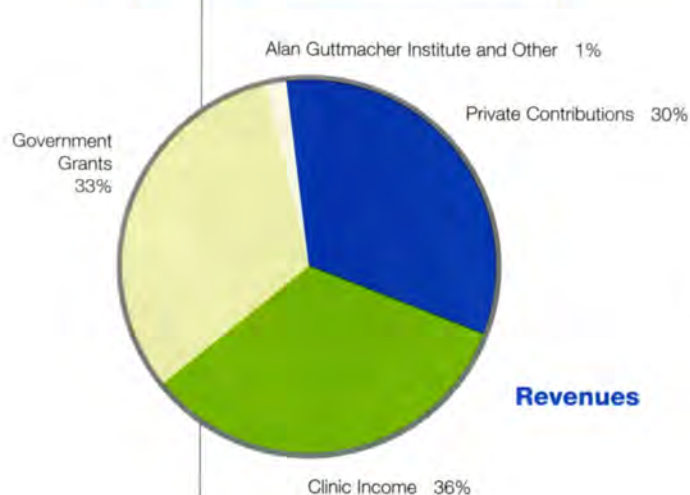
(a) National organization figures reflect operations of Planned Parenthood Federation of America, Inc., Planned Parenthood Action Fund, Inc. (including its Political Action Committee and other segregated fund, Planned Parenthood Votes) and The Planned Parenthood Foundation for the year ended June 30, 2003. Affiliate figures reflect the operations of 125 Planned Parenthood affiliates and are based upon amounts reported in affiliate audited financial statements for fiscal years ended during 2002.

(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 \$8.3 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.



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

The Internal Communication Task Force proposed an internal communications plan for the national organization to advance Goal 10. The plan addressed

- what issues need to be communicated and who should be responsible for seeing that they are
- the mechanisms, audiences, and frequency or timing of communications
- when communications should be "one-way" (information offered), and when they should be "two-way" (information offered and input, feedback, or questions encouraged)

More than 25 training sessions were offered to national staff, including information and skill-building sessions such as, "Employment Law," "Roles and Responsibilities of Supervision," and "Business Writing."

The Affiliate Leadership and Development Group

To advance PPFA's guiding mission to develop and strengthen leadership directly at the affiliate level, the Affiliate Leadership and Development Group continued to provide up-to-date leadership development information and skill-building opportunities — critical for professional growth of affiliate board and staff leaders. Last year we hosted

- a daylong conference, "Leveraging Leadership," for affiliate CEOs and board chairs during the Planned Parenthood Annual Conference
- a series of three, three-day workshops for affiliate managers: Creating Exceptional Performance, Managing For Success, and Leader of the Future
- two new CEO orientations and two CEO/Chair Partnership-in-Leadership workshops
- provided customized leadership training sessions at 22 affiliates

We also continued to provide affiliates with superlative technical assistance, training, and consulting services and helped them once again increase access to services for clients by conducting 221 visits to 88 affiliates in order to assist in the areas of practice management, financial management and assessment, organizational development, business planning, and governance/board development.

Famous Faces

Three-hundred-fifty high-profile 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:

- Dana Delany filmed a video message for www.saveROE.com. BOA Chair Kathleen Turner, Marcia Ann Gillespie, Kathy Griffin, Diane Keaton, Dan Maguire, Camryn Manheim, Kathy Najimy, Fred Savage, Sarah Weddington, and the women of *Sex and the City* were among the many BOA members who took part in *Roe* events.
- BETTY, Giancarlo Esposito, Peter Frampton, Marcia Ann Gillespie, Wendie Malick, Julianne Moore, Rita Moreno, Kathleen Turner, and Sarah Weddington participated in affiliate events nationwide.
- Heather Tom (*One Life to Live*) helped launch Daytime for Planned Parenthood with a play featuring 11 daytime stars.
- After a benefit performance in New York City of *Ma Rainey's Black Bottom*, starring Whoopi Goldberg, Whoopi and Gloria Feldt led a discussion about keeping abortion safe and legal.
- Annabeth Gish and Cynthia Garrett presented the Planned Parenthood Annual Conference Maggie Awards honoring individuals in the arts and entertainment industries. Kenneth Cole generously donated bags.
- Isabel Allende, Eleanor Bergstein, Sally Blackmun, Bonnie Fuller, Marcia Ann Gillespie, Dr. Judy Kuriensky, Cindi Leive, Sara Paretsky, Richard North Patterson, Liz Smith, Corky Stoller, Kathleen Turner, and Sarah Weddington attended book parties or wrote book reviews in support of Gloria Feldt's book, *Behind Every Choice Is a Story*.
- Planned Parenthood education and advertisement materials were placed on a number of television shows, including *Law and Order*, *Six Feet Under*, *Smallville*, *The West Wing*, and *Boston Public*.



Photos (top to bottom):
Cynthia Garrett with Lupe Ontiveros who accepted a PPFA Maggie Award for the film *Real Women Have Curves*.
Annabeth Gish
Giancarlo Esposito at the Family Planning Advocates of New York State's Youth Speak Out.

Annual Awards 2003

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

PPFA Margaret Sanger Award

Our highest honor was presented in 2003 to a passionate and dedicated leader in women's reproductive health — Jane Fonda, celebrated film actor and human rights activist. Ms. Fonda remarked, "The assault that is being waged on our rights is so unbelievable. Opposing choice and reproductive rights ... has everything to do with power and who has it. Reproduction and sexuality are keys to women's empowerment. If a woman is able to determine the reproductive and sexual aspects of her life, it means she can also control and determine all the other aspects of her life."

PPFA Maggie Awards

The Maggies recognize exceptional media coverage of reproductive health issues. In 2003, they were presented to

Human Rights Watch for Digital Media and their Web site www.hrw.org

People magazine for their article "An Iowa Mystery"

Everwood for their television episode "The Kissing Bridge"

Real Women Have Curves — the film

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. In 2003, the award was presented to Paula Gianino, President and CEO of Planned Parenthood of the St. Louis Region, for more than 12 years of outstanding service, leadership, and dedication to Planned Parenthood and its mission.

Affiliate Excellence Awards

In 2003, PPFA presented these awards for outstanding achievements by Planned Parenthood affiliates:

Board Development

Planned Parenthood of North Central Ohio

Clinical Service Expansion and Outreach

Planned Parenthood of Central North Carolina

Clinical and Social Research

Planned Parenthood of the Columbia/Willamette

Clinical Training

Planned Parenthood of New Mexico

Community Education

Planned Parenthood/Chicago Area

Achievements in Diversity

Planned Parenthood Southeastern Pennsylvania

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

Six Rivers Planned Parenthood

Ruth Mott Rawlings Mott Award for International Excellence

Planned Parenthood of Greater Iowa

Marketing and Advertising

Planned Parenthood of San Antonio and South Central Texas

Media and Public Relations

Planned Parenthood Golden Gate

Shannon Lowney/Lee Ann Nichols Award

for Innovative Medical Services

Planned Parenthood Northern Michigan

Public Affairs

Planned Parenthood of Western Washington

Special Efforts Serving Teens

Planned Parenthood of Niagara County

Volunteer Excellence

Planned Parenthood Association of Bucks County

The President's Award for Exceptional Commitment

Planned Parenthood of Greater Iowa, and

Planned Parenthood of San Diego and Riverside Counties

The PPFA Volunteer Award was presented to Alistair Grant, M.D., for his outstanding work with Planned Parenthood of the Susquehanna Valley (Harrisburg, PA). Dr. Grant has been an advocate, lobbyist, fundraiser, and counselor in the affiliate medical center for more than 25 years.

The Young Volunteer of the Year Award was presented to Monica Rusk, who has been a member of the Planned Parenthood of Greater Iowa Sioux City Center's *Teen Theater Troupe/Acting Out!* for nearly three years. Monica has also lobbied Congress and advocated for medically accurate sexuality education, HIV/AIDS concerns, and teen rights.

The Planned Parenthood Republicans for Choice® Senator Barry Goldwater Award, for courage and leadership in promoting policies that enable women to make private decisions about their reproductive lives, was awarded to Joy Corning, the lieutenant governor of Iowa.

The Reverends Davis Distinguished Service Award was presented to the Reverend David A. Ames, Episcopal chaplain of Brown University, for epitomizing the lifelong dedication to the advancement of reproductive rights exemplified by the Reverend Tom Davis and his late wife, the Reverend Betsy Morgan Davis.



Congressman Earl Blumenauer (D-OR) with PPFA Margaret Sanger 2003 Award-winner Jane Fonda

Planned Parenthood® Federation of America, Inc.

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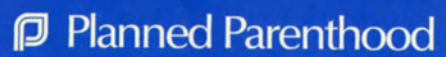
Save Women's Lives—March for Freedom of Choice

On April 25, 2004, the largest march for reproductive rights and freedom in history will take place in Washington, DC. And YOU are the key to making it a success! As a leader in the reproductive rights movement, Planned Parenthood Federation of America, along with our sister organizations, NARAL Pro-Choice America, Feminist Majority, and NOW, will bring historic numbers of pro-choice activists to Washington, DC.

Now more than ever, the pro-choice community must demonstrate the overwhelming popular support for a woman's right to choose safe, legal abortion and contraception, and her right to self-determination. Planned Parenthood pledges our resources and commitment to saving reproductive freedom and the right to privacy. The March for Freedom of Choice will show Congress, the president, and other elected officials that their vicious assault on women's health is opposed by a strong, united majority of Americans. We are counting on every one of you to make April 25, 2004, a defining day for our movement and our nation. Sign up for the march today at www.saveROE.com.



Save Women's Lives
MARCH
FOR FREEDOM OF CHOICE
SUNDAY—APRIL 25, 2004
WASHINGTON, DC



Planned Parenthood Federation of America, Inc.

434 West 33rd Street

New York, NY 10001

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

www.saveROE.com

www.plannedparenthood.org

www.teenwire.com