



DONOR SPOTLIGHT

This image from Community Shares highlights the work they do across Colorado.

Community Shares of Colorado

We sat down recently with Erin Atwell, Executive Director at Community Shares to talk about our successful multi-year partnership.

What's your PP story?

Planned Parenthood of the Rocky Mountains (PPRM) and Community Shares of Colorado have partnered together for almost 30 years and we look forward to many more to come. The history and future vision for our partnership remain rooted in shared values of equity, inclusion, accessibility, and personal choice.

Community Shares invests resources, builds capacity, and elevates the work of Colorado-based nonprofits working for social change and advancing social justice. We do this by connecting individuals, nonprofits, and employers through our community giving and workplace engagement programs. Our goal is to democratize philanthropy so it reflects our diverse and vibrant community – both who is giving and where those dollars are designated.

Workplace giving donors are loyal donors who recognize the importance of year-round support and strategically leverage additional matching gifts and volunteer incentives through their employer's social responsibility initiatives – contributing more than \$1.7M to PPRM since our partnership began.

Since 1993, we have been proud to ensure that more than 250,000 employees across Colorado each year see PPRM as a highlighted giving option within their workplace giving programs. Our role is to provide an easy way for these employees to support PPRM through payroll contributions and matching gifts.

Why should people give to PPRM through workplace giving?

Community Shares believes our personal philanthropic dollars, no matter the amount, hold great power. Each dollar given is a like a vote for the issues most important to us. When we give collectively, we are building a community that prioritizes the values we believe in

most - one dollar at a time. When we invite all to give with no minimum donation, we welcome far more voices and votes to that shared vision for investing in what matters most to our community. Employees across Colorado vote with their dollars every day to elevate and invest in the important work of PPRM. While PPRM is always among our top designated charitable options, in recent years it has consistently ranked as our #1 top designated nonprofit partner. This past year, PPRM again received more than \$100,000 in commitments through Community Shares workplace giving campaigns. What makes this number both impressive and important is that each year it represents close to 500 individuals who actively choose to contribute towards a shared vision for Colorado that includes access to abortion and birth control, responsible sex education, and trusted community-based health services at PPRM – with each and every paycheck.

Tell us more about why this partnership is unique.

This year, Community Shares of Colorado celebrates 35 years as Colorado's Community Giving Fund, collectively raising more than \$45 million in local nonprofits. PPRM is part of our Improving Health Options cause area. Our commitment to inclusiveness and equity extends to our qualifications for nonprofit membership in our community giving fund.

All Community Shares member agencies are active in our efforts to build a more inclusive Colorado. Community Shares only represents organizations that respect and welcome all Coloradans in their services, volunteer opportunities, and leadership. Together, with our nonprofit partners we collectively expand philanthropy to welcome more givers, collaborate to power our individual missions, and intentionally choose to align with the values of our Community Giving Fund.

How can PPRM supporters give to PPRM through their workplace?

It's easy! If your employer has a current giving program, simply search for Planned Parenthood of the Rocky Mountains or ask how to add a charity. The power of collective giving is that even small dollars can add up fast and make a big impact in serving our community. To learn more visit www.cshares.org.

EVENTS

Recent Virtual Events

On May 14th we honored our Changing Lives Award recipient, Governor Michelle Lujan Grisham at **Breakfast of Champions** in Albuquerque. The talented Jamia Wilson, Executive Editor of Random House, writer and activist, and former Planned Parenthood employee joined us for an amazing keynote and though “breakfast” had to be virtual this year, nearly 100 people attended to raise almost \$60,000 for patients and services in New Mexico.

On June 24th Colorado hosted the **Boulder Breakfast** – a virtual event celebrating the great work happening in Boulder and honoring long-time former PPRM employee, Rosa Venezia. Rosa brought a personal warmth to the program that touched hearts and helped raise over \$23,000 for PPRM.

On September 30th we hosted **Corks & Forks** in Las Vegas. The weather couldn’t have been more perfect for this outdoor gathering at Mansion 54. Our own Adrienne Mansanares kicked off the night honoring Governor Steve and First Lady Sisolak with the Judith Mack Philanthropic Award and Liliana Davalos informed us about the educational work being done in the Vegas area. The evening was topped off by music, dancing, and magic, and all culminated in raising over \$60,000 for services in Southern Nevada.

We’re looking forward to hosting more events during the coming months while simultaneously keeping a close eye on CDC and COVID-19 related safety recommendations, and all state and local mandates. These events may be in-person, virtual, or a hybrid of the two, depending on a variety of factors. Be on the lookout for more information in the coming months.

Planned Parenthood Rocky Mountains Action Fund Events

Mark your calendars for Planned Parenthood Votes New Mexico’s Toast of the Town on January 2022 in Santa Fe.

Host Your Own Fundraiser

As a PPRM supporter, you have the opportunity to host your own in-person or virtual event to raise money for services in your community. If you’re interested in learning more about how we can support you in this activity, please contact events.development@pprm.org.



Governor Michelle Lujan Grisham



Rosa Venezia



Liliana Davalos and Adrienne Mansanares



A Story From the Frontlines

At PPRM we hear moving stories all the time from providers. In honor of our current Patients First matching gift campaign we thought we'd share this one with you today.

"I find myself developing relationships with patients that have been coming to my health center for several years. Not only is a professional relationship created, but I've found that I really get to know them on a more personal level as well. This particular patient, we'll call her Shannon, has been coming to my health center since I started working here, almost 6 years ago. She does not have insurance and does not qualify for any state assistance because she makes too much money at her 55-hour-a-week warehouse job. She does all of her preventative care with us but the main focus of her visits is for birth control.

As recommended, Shannon has chosen to be on Depovera. This type of birth control helps regulate her cycle which has been terribly heavy and painful since she was in her teens. This requires her to come to our health center every 12 weeks to get a shot. She always comes one week early to prevent any cramping. Every visit we chat a little bit. I noticed she always brought up her financial struggles. How her job was really affecting her body and it was just getting tougher and tougher every day, how she didn't know how she was going to pay for her truck to be fixed so she could get to work, how she didn't know how she was going to

afford the college that her son so desperately wanted to attend, and how she wanted to move back home to be with her family, but couldn't afford to get there. Despite all this, she came every three months to get her Depovera; it was a necessity for her.

It was clear that Shannon needed financial support. She is such a kind, warm-hearted, hardworking individual that just needs a little help. I began using patient assistance funds for her visits. When I told her, she cried, hugged me, and wouldn't let go. She was so thankful she asked what she can do to for me in return. I simply said, "nothing...we are here to help you."

Shannon doesn't have to worry quite as much because of our help. I am so thankful we have the option to help people beyond our medical services.

"(Shannon) is such a kind, warm-hearted, hardworking individual that just needs a little help (so) I began using patient assistance funds for her visits.

Learn more about how you can help put Patients First on the back cover of this newsletter.

ADVOCACY AND ACTION

Public Affairs in New Mexico

Planned Parenthood in New Mexico began stepping back into in-person community work as vaccination rates increased and restrictions relaxed across the state. This provided the opportunity to reconnect and deepen relationships with community members. The Raíz program and Generation Action hosted a series of events including a tie-dye in the park night, and in collaboration with the Responsible Sex Education Institute (RSEI), an LGBTQ+ Spanish-language movie night. Planned Parenthood in New Mexico supported two Juneteenth events, providing food and resources to attendees, supporting community members, assisting scheduling appointments, and helped raise over \$1,000 for the NM Black Central Organizing Committee. For many community members, this was the first time they had interacted with Planned Parenthood and was a great space to answer questions about our health care services.



Public Affairs in Nevada

April marked the launch of interdepartmental collaborative efforts between program staff to address COVID vaccine access and hesitancy in the Latinx and immigrant communities, which the pandemic has disproportionately impacted. These efforts include weekly phone calls to assist with appointment scheduling, weekly radio interviews to dismantle myths and disinformation, and the distribution of literature with information on the vaccine to 300 homes. To honor the late Congressman John Lewis and highlight in-state efforts to expand access to the ballot box, PPRM was asked to participate in a John Lewis Day of Action hosted by partner organizations. The action included speakers, including a PPRM local Raíz leader who shared her experience registering to vote for the first time and called on others to join in the efforts. Community members received resources and information to get involved and led a voter motorcade through the Historic Westside of Las Vegas neighborhood.



Later in June, Planned Parenthood Federation of America hosted their second annual Latinx Convening for Latinx staff across the country. Raíz and Promotores de Salud co-presented with Planned Parenthood of Wisconsin: Collaborative Models to Serve and Engage the Latinx Community. In this workshop, PPRM staff highlighted the relationship and collaboration between the two programs, the successes and challenges they've faced reaching an efficient collaborative model, and shared best practices to encourage affiliates to develop partnerships across programs to enhance the work and better serve communities.

Public Affairs in Colorado

This quarter, Colorado's Public Affairs team offered trainings for our activist network to provide the tools, language, and knowledge to make change in their communities and be strong ambassadors within their own personal networks.

Included were events merging art and activists at a Zine event, a Trans Rights Training with Mom's Demand Action, and Transgender Inclusivity 101 with the RSEI. This event gave educators the tools and language to run an inclusive classroom and dove into the history of the Reproductive Rights movement means, and self-trainings so activists feel empowered to share their own stories and experiences. Additionally, Colorado kicked off a regional educational series about 'Why Courts Matter' starting with the impact of courts on LGBTQ+ rights.

Multiple Healthy Neighborhood literature drops and canvasses were part of patient advocacy efforts, with the purpose of sharing information with individuals who live in areas surrounding PPRM health centers and offering help with appointment scheduling.

EDUCATION

Responsible Sex Education Institute

Responsible Sex Education Institute (RSEI) staff across the region sprinted to the end of the 2020-21 school year by delivering live virtual programming to 3,287 students and providing almost 8,000 students with asynchronous lessons, which were wildly successful.

Our programs for parents have really taken off, and RSEI has served 542 parents and caregivers this fiscal year. Virtual lessons have increased access to these programs for busy adults. Santa Fe staff were busy presenting at the Trans Queer Ally Youth and Educator Summit, where the Santa Fe Program Manager moderated the keynote address with ALOK, a well-known trans activist who wrote, "Beyond the Gender Binary".

Relationships with partners and collaborators have been flourishing and the FACES interns (an Albuquerque program for high school students interested in careers in the medical field) stepped up their game by creating their first In Case You're Curious Instagram posts:



Community Health Worker Programs

Back in April, Promotores in Las Vegas provided a webinar on "Recognizing and Confronting Medical Mistrust Among BIPOC," to 60 people in the Sexual Health Educator community. Promotores also launched a website responsiblesexedinstitute.org/promotores-de-salud that received funding from Planned Parenthood Federation of American and a large grant from the MGM Employee

advised funds to share with HIV Prevention programs in Las Vegas. This support is a true testament to the quality of work happening in the Las Vegas community.

The Native Community Health Network (NCHN) continues to thrive and grow with Talking Circles for various groups and one-on-one support for Native individuals.

Sexual Health Educator Program (SHEP) staff have been creating birth control kits and anatomy boards – incredible hands-on teaching tools developed to support teachers and mentors. Meanwhile the RSEI monthly newsletter audience has grown to over 1,400 people. You can sign up to receive our newsletter at responsiblesexedinstitute.org/want-learn-teach-sex-ed.



A Reminder from RSEI:

Don't forget, if you have a sexual health question, TEXT US! We have keywords set up for young folks, parents, youth-serving adults, and a line just for LGBTQ+ youth. Our trained sex educators are standing by to answer your questions.

In Case You're Curious (ICYC) is our confidential textline for teens! Text **ICYC** to **57890** to ask a question and get an answer from one of our expert health educators. What IS the most dangerous STI? Follow us @incaseyourecurious on Instagram to find the answer to the above question in English and Spanish.

TALK is our confidential textline for parents & guardians! Text **TALK** to **57890** for help at any time.

ICYC Rainbow is our confidential textline for LGBTQ+ teens! Text **BLUE** to **57890**. Follow us @incaseyourecurious on Instagram.

Want Less Mail?

Our Dialogue newsletter is now available via email. If you would prefer an electronic version of this newsletter, please send your email address to info.development@pprm.org.



Easy ways to support Planned Parenthood of the Rocky Mountains

Are you familiar with AmazonSmile? It's a simple and automatic way for you to support your favorite charitable organization (including us!) every time you shop, at no cost to you. Visit [Smile.Amazon.com](https://www.smile.amazon.com) to learn more and get started.

Did you know you can donate your car to support the work of PPRM?

Visit one of our participating auction sites to learn more: [DonateForCharity.com](https://www.donateforcharity.com), [DonateCarUSA.com](https://www.donatecarusa.com), and [CarsHelpingCharities.org](https://www.carshelpingcharities.org).



I truly cannot think of a more valuable provider than Planned Parenthood. I will recommend them to everyone I know. I proudly put my donor sticker up at work. The level of care and service is invaluable.

- PPRM DONOR -



Patients First gifts are being matched dollar for dollar!

Wish to support our Patients First Countering COVID patient assistance fund and have your donation matched? Now is the time to support patients by donating at [wearepp.org/PatientsFirst](https://www.wearepp.org/PatientsFirst).

Planned Giving

Email info.development@pprm.org to learn more about the impact of planned and estate giving.

