

For your consideration

ZUP

a philanthropic opportunity of urgent
importance for women, men and teens,
across Southern New England

You're wondering ... **ZUP?**

Zero Unplanned Pregnancies

in Connecticut and Rhode Island

Really?!?

Unplanned teen pregnancy
is a “winnable battle,”
says the CDC.

Will you make it your fight?



Southern New England is headed in the right direction. But that “last mile” is the hardest, toughest part of the fight ...

The number of teen births here and across the U.S. fell by more than half between 1991 and 2013.

Good news.

In just the past two decades, the number of unplanned teen pregnancies has fallen to an all-time low. And yet, 30% of girls who drop out of high school still cite pregnancy as the reason.

There’s important work still to do ... especially in our cities.

“In some of Connecticut’s poorest cities,” the *New Haven Register* reported in 2014, “the number of children born to teenage mothers is more than twice the state average, according to recent data gathered by the University of Connecticut and the State Department of Education.”

And, of course, it’s not just about teens.

These days, an unplanned pregnancy is preventable. Education and easy access to birth control are key factors.

Zero unplanned pregnancies (or as close as humanly possible)?

Of course, it can be done ... if we have your help.

Planned Parenthood of Southern New England (PPSNE) has a master plan for expansion ... our pilot programs are working exceptionally well. Now we need your help to roll these programs out across Connecticut and Rhode Island.

Investors sought. Serious world-changers only.



Unplanned pregnancies are a major reason why the cycle of poverty is so stubbornly hard to break.¹

Why ZUP?

For a compelling set of extremely good reasons.

Because when this plan — our so-called Zero Unplanned Pregnancies plan — is entirely funded (and, by the way, we’re already halfway done !)...

... far more adolescent teens, from puberty on, will benefit from straight-talk, real-world sex ed, delivered credibly by trained teens to their peers.

... far more Connecticut and Rhode Island young people will have ready, totally affordable access to effective birth control and gynecological health care. Non-judgmental. Medically: best in class. Confidential and convenient.

But is that the whole story? Far from it. PPSNE is a fierce advocate for women’s rights. And always will be.

You can’t look away for a minute: the threats to personal decision-making in the area of reproductive health care are bolder than ever across the U.S.

Southern New England is not immune.

Sure, Connecticut is where unprecedented change began. In 1965’s *Griswold v. Connecticut*, the U.S. Supreme Court ruled it was unconstitutional for the government to prohibit married couples from using birth control. Connecticut is now among the better states for reproductive rights, but, at the cost of remaining ever vigilant.

But Rhode Island’s a very different story.

In a state where 99% of sexually-active women, 15–44 years old, have used birth control...

... where 85% of residents say it’s important for women to have access to all reproductive health options, including abortion...

... lawmakers continue to introduce new restrictions on abortion, year after weary year.

Not much has changed in Rhode Island since this 2007 headline: **‘Liberal’ little state voted ‘Most Hostile’ in New England to women’s reproductive rights.**

Yet, thanks to you, PPSNE remains ever vigilant.

“...70 percent of all pregnancies to single women [under the age of 30] are unplanned.”



¹ “Unplanned Pregnancies Perpetuate a Cycle of Poverty,” *The New York Times*, July 22, 2013. “...70 percent of all pregnancies to single women [under the age of 30] are unplanned. Research shows that access to more effective (but expensive and hard-to-get) forms of contraception could help here.”

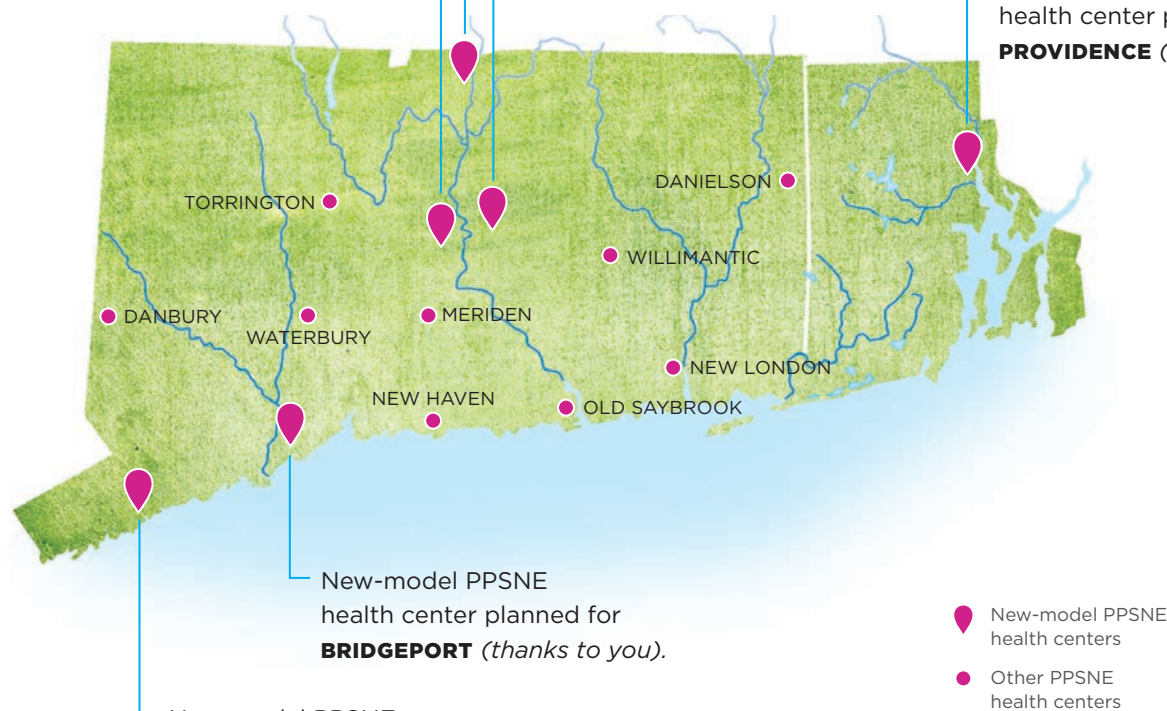
Where we are ... and where we're going, with your help.

March 24, 2014: New-model PPSNE health center opens in **ENFIELD**.

November 14, 2013: Radically redesigned new PPSNE health center opens in **MANCHESTER**. Designed for ultimate patient satisfaction, it is seen as the next-generation model for Planned Parenthood health centers across Southern New England.

New-model PPSNE health center planned for **HARTFORD** (thanks to you).

New-model PPSNE health center planned for **PROVIDENCE** (thanks to you).



New-model PPSNE health center planned for **BRIDGEPORT** (thanks to you).

New-model PPSNE health center planned for **STAMFORD** (thanks to you).

“Birth control hasn’t just given women control over our bodies — it has given us control over our lives.” JUDY TABAR, PRESIDENT & CEO, PPSNE



We've changed the world before. And we're ready to do it again.

For 90 years—from the formation of the Connecticut Birth Control League in 1923 to the establishment of New England’s first birth control clinic in Providence in 1932, through the landmark 1965 *Griswold v. Connecticut* case that struck down Connecticut’s restrictive birth control law, to the merger between the Connecticut and Rhode Island Planned Parenthood affiliates that formed a stronger, more streamlined organization—we’ve been at the forefront of sexual health in America. And we plan to stay here.

Gynotician

gy•no•ti•cian *n*: A politician who feels more qualified than women and their doctors to make women’s health care decisions.

One big problem the ZUP plan solves: Easier access to reproductive health care in Southern New England's cities.

With your investment, PPSNE will soon renovate another four health centers, in convenient locations ... throwing open our doors to tens of thousands more in Connecticut and Rhode Island.

The original model is the new Planned Parenthood health center in Manchester, CT. It was designed from scratch exclusively with one thing in mind: **patient satisfaction.**

There is no other health center like it in America ... except our newly renovated Enfield site. These centers — and the other model centers to come — are designed to deliver the

best reproductive health care in America. (And we can prove that to you, if you'll take the tour.)

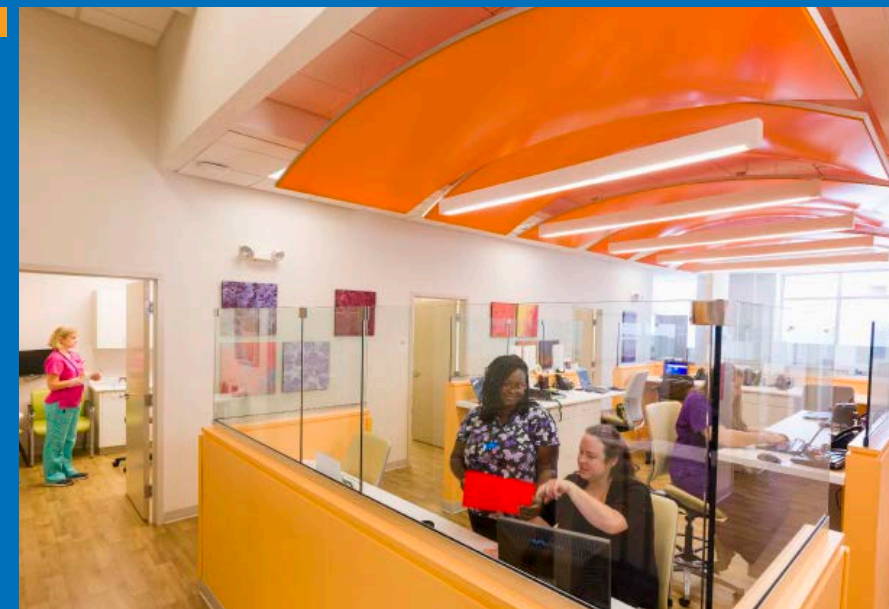
But we can't do any more **without your help.**

You are key. You will help bring into existence the four new centers Southern New England cities need.

**If you're wondering ...
What services do all young women get affordably or at no cost at PPSNE (thanks to you)?**

- Annual gynecological exams
- All FDA-approved birth control methods and counseling
- Emergency contraception
- Pregnancy tests and counseling
- Adoption referral
- Abortion services in-clinic and by pill
- HPV and Hepatitis B vaccinations
- Testing and treatment of vaginal, cervical, and urinary tract infections
- Cervical cancer testing and treatment
- HIV testing and counseling
- Screening and treatment of other STDs
- Tuberculosis testing
- School and work physicals (pilot)
- Primary care services (pilot)

Take the tour. See for yourself what true excellence in reproductive health care looks like. We think you'll be impressed and reassured.



The other big problem the ZUP plan solves: Teens trusting bad advice

*I heard that if your boyfriend drinks Mountain Dew, it kills his sperm.**

If the girl's on top, she can't get pregnant. That's a fact.

Right after sex, jump up and down real hard. The sperm get confused and can't find the egg.

My sister says you can't get pregnant your first time.

You won't get pregnant if you have sex in water, like if you're in somebody's pool.

If you go on birth control, you gain a ton of weight.

** All these myths, including the Mountain Dew one, are commonly heard in southern New England's schools.*



PPSNE has proven solutions to that age-old problem. Thank goodness.

The CDC loves our teen talk approach. Additionally, PPSNE's peer education program is just amazing to watch in action.

Like all overnight successes, it's been under development for years. It works. It's effective. Unplanned pregnancy rates drop as low as they'll ever go once PPSNE becomes part of the community. *And HEY! What do you know?!? "There's an app for that."*

It's PPSNE's best-in-class software in development — which will put everything really crucial about sexual health care — from STDs (now epidemic in New England schools) to avoiding pregnancy — at a teen's fingertips, via their ever-attended cell phones.



Your philanthropic investment helps put good sexual health care and Planned Parenthood inside a teen's most prized obsession: the ever-present mobile phone, consulted on average 150 times daily [2015 data].

Meet PPSNE-trained teens talking to other teens about sex.

Your philanthropic investment puts the nation's most effective and respected sex ed in front of far more young people.



**What your gift will change:
Some scary facts about STDs in Connecticut and Rhode Island**

One in four sexually active young people will get a Sexually Transmitted Disease (STD) such as chlamydia or HPV by age 25.

Worse? "Most — 60 percent — of the young people don't know they're infected, so they're passing it on," says the CDC.

Awareness and prevention of STDs are key goals in PPSNE's effective sex ed curriculum, taught by teens to other teens. We've figured out how to educate young people ... the best way. So they don't get pregnant before they're ready to make that wonderful, and life-changing, decision!



**WILL
YOU
HELP
?**

**Please join us in this important initiative.
Here's the full plan:**

In Phase I, we raised \$13 million toward our \$22 million goal. In Phase II of the campaign — *your phase of the plan* — we aim to raise \$9 million, to fund:

Expanded access

- Move to newly renovated space for three health centers: Stamford, Bridgeport, Providence
- Renovate current space for one health center: Hartford

Youth initiatives

- Expand STARS (Students Teaching About Responsible Sexuality), our teen peer educator program
- Grow social media outreach

Innovations

- Launch leading edge online health services, especially suited for mobile users
- Expand primary care services offered
- Expand marketing of PPSNE services
- Build relationships with Black-African American and Latin@ partners through community engagement in Hartford and New Haven

Endowment

- Ensure the financial future of PPSNE

Unplanned pregnancies are a leading reason why the “cycle of poverty” remains so hard to break.

You can do something about that now — with your charitable support of the ZUP plan.

Your “Yes!” decision will be Great News!!!

For the teen graduation rates at southern New England’s high schools, as so many more girls successfully get on with their lives ... *without the interruption* of an unplanned pregnancy.

For the good reproductive health of young women (and men) across Connecticut and Rhode Island, better access to PPSNE services is the answer. These are the years when exposure to a new, exciting, sexually-active world is at

its most intense. These are the years when the risk of acquiring a sexually-transmitted infection is absurdly high. You went through these years yourself. Your children, too. You know.

For our states’ economic well-being during the coming decades ... minus the social burden of so many unnecessary unplanned pregnancies. Every dollar spent on publicly funded family planning services saves taxpayers \$7 in Medicaid costs.*

*Susan Cohen, VP of Public Policy, Guttmacher Institute



The campaign for Zero Unplanned Pregnancies in Southern New England needs you.

Thank you for your serious consideration.

Please contact Claire Phipps for more information and private discussions.

401.421.7820 x7032

“Better access to birth control and sex education are the biggest factors in reducing unintended pregnancies.”

CECILE RICHARDS, PRESIDENT OF THE PLANNED PARENTHOOD FEDERATION OF AMERICA

*Thank you for
changing so
many lives!*



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