



November 2012

Dear <<Dear>>

We're celebrating our 85th anniversary! Planned Parenthood of Maryland (PPM), the 2nd oldest Planned Parenthood affiliate in the US, has been *the* reliable and trusted provider of sexual health care in your community since 1927. **With you as our partner, we will assure future generations that we will be here for another 85 years – at least.**

I invite you to look with me toward the future of PPM: The road ahead is very exciting.

PPM is proud to announce our new Breast Health Initiative. This Initiative will allow us to fund follow-up breast care procedures such as mammograms and biopsies; promote breast health through digital educational resources; and train our providers with a unique tool designed to assess breast cancer risk specifically in patients under age 40. *What an exciting opportunity for us to improve the health of our community!*

We also have a move on the horizon. In 2011, our 3rd largest health center, located in Annapolis, saw over 4,000 patients. To meet the growing needs of the Anne Arundel County community, the center must move to a larger location. This investment will make it possible for PPM to provide high-quality services such as HIV & STI testing, abortion services, well-woman exams, pregnancy testing & counseling, and contraception to more patients than ever before.

Looking farther down the road, I see the Affordable Care Act being fully implemented in 2014. This will allow 184,000 women in Maryland to become newly insured. *What a victory!*

We are preparing every day to meet these women's needs and taking steps to implement Electronic Medical Records. This is a costly but *necessary* advancement in technology that will ensure PPM can maintain the highest level of quality and efficiency while serving newly insured clients after health care reform is fully implemented.

PPM *needs* to plan for the future and evolve to meet the changing demands of our community. We have an exciting road ahead, but we need your partnership and support to achieve our full potential.

Will you invest in PPM with a gift of <<\$Z, \$Y, or \$X>> now so that we can continue to advocate for, educate, and serve Maryland for *another 85 years* down the road?

We're here because of you. On behalf of the many patients who rely on us, thank you for partnering with PPM.

Warmly,

Jenny Black
President & CEO

P.S. You can make an investment in the future of Maryland with your gift of <<\$Z, \$Y, or \$X>> today.

P.P.S. You can help us turn the road ahead "*green*" by making your gift online at www.plannedparenthood.org/maryland