

July 11, 2005

PacificSource Charitable Foundation  
PO Box 7068  
Eugene, OR 97401

Dear PacificSource Charitable Foundation,

We are very pleased to submit the enclosed proposal for your consideration. Planned Parenthood of Southwestern Oregon has had tremendous success over the last four years in launching a long-term health initiative called *The New 3Rs: Rights, Respect, Responsibility*. We are excited to share with you our plans for building on the momentum we've established thus far.

The New 3Rs aims to foster sustained improvements in adolescent sexual health. Among our many accomplishments, we have made significant strides in influencing state health policy and securing the endorsement of state-level leaders, including the Governor. With this solid foundation in place, our next phase of work is intensely focused on the activation of a coalition of 100 "New 3Rs Advocates"—youth-serving agencies, community leaders, educators, parents, youth, clergy, health professionals and others—whose partnership is essential to achieving lasting results.

We call this ambitious two-year effort "The New 3Rs Advocacy Project." The total 24-month budget for this project is \$826,000, and we have already secured \$338,000 in funding. In addition, we have pending proposals with the Meyer Memorial Trust, the Paul G. Allen Family Foundation and Northwest Health Foundation, requesting major support.

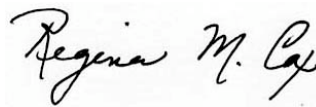
We are extremely grateful for the past support we have received from PacificSource as the primary sponsor of our annual fundraising auction, and would be honored to partner with you on The New 3Rs Advocacy Project. We invite the PacificSource Charitable Foundation to support this work with a grant of \$36,000, which will be used for the "tools, materials and promotion" phase of this project—including the broadcast of a public service announcement featuring Planned Parenthood's Teen Theater and Governor Ted Kulongoski (a video copy is enclosed).

We greatly appreciate your consideration of our request. If you need further information about our agency or The New 3Rs Advocacy Project, please do not hesitate to contact either one of us directly, or our VP of Education and Training, Mary Gossart, project manager for The New 3Rs (541-342-6042, x13, [mary@pphsso.org](mailto:mary@pphsso.org)).

Best regards,



Bill Sheppard  
President & CEO



Regina Cox  
Board Chairperson