



The Caleb Report

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Life Decisions International

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NEW PLANNED PARENTHOOD CONDOMS OFFERED ONLINE Pro-Abortion Group Targets Women With Condom Line

The condom brand that *New York* magazine called “the cutest” is now available for purchase online. And Planned Parenthood Federation of America (PPFA) is promoting “Proper Attire” condoms with great fervor.

Readers of *The Caleb Report* first learned of the new condoms in the January-February 2008 edition. PPFA is “hailing the release of its new condom line... which it claims makes both a ‘fashion statement’ and a ‘lifestyle statement,’” the article began.



Titled, “The Condom As A Statement,” the article noted that PPFA is pushing women to buy the product. The pro-abortion group seeks to “encourage women to feel more comfortable about carrying and buying condoms,” said PPFA President Cecile Richards. She continued:

Social taboos make some women embarrassed to buy and carry condoms. That’s why Proper Attire was created. With its fashionable wrapping, women will now have the option to choose the right “attire” for that special occasion. Responsible decisions about sex are everybody’s personal fashion statement.



Molloy

“When we decided to create a new condom line, we knew that we wanted to make it cool for women to carry condoms,” said Rachel Molloy, brand director for Proper Attire. “Every element of the brand has been inspired by the world of fashion, from the Proper Attire brand name, and the chic packaging created by designers, to the fig leaf logo showcasing clothing in its most primitive form.” A double entendre, “Proper Attire: Required for Entry,” is used to promote the brand.

The product website features an “About Us” section, which provides the basics:

Old stereotypes about who should buy condoms are so last season! PROPER ATTIRE condoms are the “must-have” accessory and were designed with sexually active, stylish women in mind.

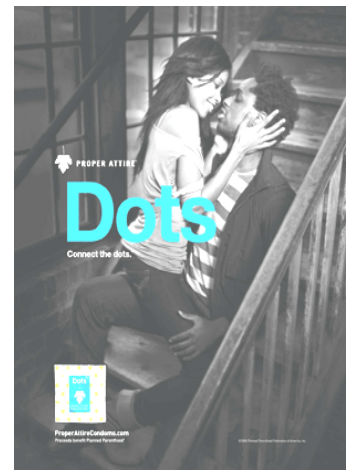
The fashionably chic PROPER ATTIRE design helps ensure that now you can feel completely comfortable buying condoms and carrying them with you. With 5 trendy styles—Basic (regular); Color (colored); Dots (studded); XL (extra large); and Proper Attire’s Yigal Azrouël Sheer (ultra thin)—PROPER ATTIRE condoms are a safe yet fun way to protect yourself and your partner and do it with style!

Not only are you protecting your health by buying PROPER ATTIRE condoms, you are also supporting a great cause. Proceeds from the sale of PROPER ATTIRE condoms will benefit Planned Parenthood Federation of America.

Reliable and effective, PROPER ATTIRE condoms not only are FDA-tested, but they undergo rigorous quality assurance testing by the manufacturer as well as by independent laboratories. With PROPER ATTIRE, insist on a dress code; it is required for entry.

PPFA makes bold claims regarding the effectiveness of its condoms. Proper Attire condoms “prevent pregnancy... [and] also work to reduce the risk of sexually transmitted diseases,” the group declared.

Several new print advertisements have been released to promote Proper Attire. The XL style includes the words, “Proper Attire XL. Fit him right.” The Basics style ad reads, “Proper Attire Basics. Dress him up.” The words on the ad for the Color style are “Proper Attire Color. Match your outfit.” And the ad for the Dots style (pictured) reads, “Proper Attire Dots. Connect the dots.” Every ad includes a photograph of a Proper Attire package, its fig leaf logo, and the product website.



Billboards, newspapers and magazines are not the only place one may see an advertisement for PPFA’s condoms. Proper Attire is also using, well, attire! T-shirts bear the same slogans used in the print advertising: “Fit Him Right,” “Dress Him Up,” “Match Your Outfit” (pictured), “Connect the Dots,” as well as “Required for Entry.” The slogans are accompanied by the Proper Attire logo. Some t-shirts include artwork as well. They are available for men and women. The t-shirts are manufactured for PPFA by Los Angeles, Calif.-based American Apparel Inc.

PPFA has been bragging about successfully getting Proper Attire condoms included as part of New York Fashion Week this past winter. “We plied fashion industry insiders with our product, eliciting quite a few appreciative grins and words of support from show attendees. It was a great way to kick off our collection,” a Proper Attire statement reads.



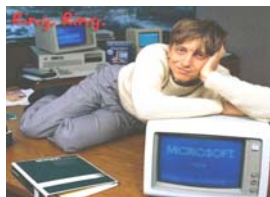
Azrouël

On September 5, 2008, attendees at a fashion show by designer Yigal Azrouël were the first to preview Proper Attire’s “Yigal style” condoms and designer t-shirts. More than 400 guests attended, including Nina Garcia of “Project Runway,” Nigel Barker and J. Alexander of “America’s Next Top Model,” Lancôme model Elettra Wiedemann, and *Vogue*’s André Leon Talley. While implied, it is not known if attendance by these celebrities was meant to be an endorsement of the PPFA’s products or agenda.

“Yigal Azrouël feels so passionate about this project that he generously offered to donate all proceeds to Planned Parenthood Federation of America,” Proper Attire said. Fashion show attendees received a gift bag that included Proper Attire condoms.

Proper Attire condoms and t-shirts are sold online, at Planned Parenthood locations, and in New York City at Yigal Azrouël Boutique, W Hotels The Store, Maria Bonita Salon & Spa, and Prohealth Pharmacy. They are also sold at Yigal Azrouël Boutique in Watermill, N.Y., and Curtsy Bella in Seattle, Wash.

Advertising for Proper Attire brand condoms is tame compared to that done in Europe. A new series of condom print ads promoting Belgium for Love brand condoms features a caricature of the male sex organ wrapped in a clear condom and made up to resemble a celebrity. For example, the Arnold Schwarzenegger condom ad includes the words, “With all those soldiers around you, it’s better to be protected.” The John Lennon condom ad reads, “Peace & love condom.” And the Bill Gates condom ad reads, “I finally discovered an efficient antivirus!!”



Speaking of Bill Gates, a “condom a cappella” has been released by BBC World Service Trust, an organization funded by the Bill & Melinda Gates Foundation. A cell phone ring tone meant to promote “safer sex” is now available in India. The ring is a chant of “condom, condom!”

The ring tone has been released as part of the ongoing effort to fight the spread of HIV/AIDS in India. Campaign organizers seek to break down Indian reluctance

to discuss condom use and to make it more acceptable. They hope the ring tone will become a craze among young Indians. Organizers apparently believe that if young people hear a chant on a cell phone ringer, they will embrace its correlating concept.



“Ringtones have become such personal statements that a specially created condom ring tone seemed just the right way of combining a practical message with a fun approach,” said Radharani Mitra of the BBC World Service Trust, the international charity of the British Broadcasting Corporation (BBC). “The idea is to tackle the inhibitions and taboos that can be associated with condoms.”

India is the world’s fastest-growing mobile telephone market with 270 million users according to the latest official figures, up 57 percent in just one year.

“Condom advertising is getting increasingly clever,” said LDI President Douglas R. Scott, Jr. “Madison Avenue techniques are used to reach the target audience. Most often this means trivializing sex and ignoring the failure rates of the product.” Scott said parents need to be vigilant in protecting their children from such advertising campaigns.

APOLOGISTS HONORED

Planned Parenthood Federation of America (PPFA) Maggie Awards recognize “exceptional contributions by the media and arts and entertainment industries that enhance the public’s understanding of reproductive rights and health care issues, including contraception, sex education, teen pregnancy, abortion, and international family planning.” In other words, Maggie Awards essentially payoff those who have spread PPFA propaganda over the past year.



Walsh

Winning a 2008 Maggie Award were:

- actress Kate Walsh (“Grey’s Anatomy”) for “extensive advocacy efforts on behalf of affordable family planning services and real sex education”;
- ABC-TV (owned by boycott target *Walt Disney Company*) for an episode of *Boston Legal* titled, “The Chicken and the Leg”;
- *Cosmopolitan* (owned by boycott target *The Hearst Corporation*) for a story by Stacey Colino titled, “The Sneaky Threat to Your Fertility,” and one by Gail O’Connor titled, “I Have an STD. Now What?”
- *Redbook* (owned by boycott target *The Hearst Corporation*) for publishing a story by Andrea Cooper titled, “Your (Very Personal) Health at 20, 30, 40, 50”;

- *Marie Claire* (owned by boycott target The Hearst Corporation) for publishing a story by Gretchen Voss titled, “The Easiest Choice I’ve Ever Made Is Also the Hardest to Live With”;
- John Young from the *Waco Tribune-Herald* for numerous editorials in support of “reproductive health and sexuality education”; and
- Judy Peres for her extensive body of work in support of “reproductive rights and sexual health” when she was working for the *Chicago Tribune*.

The Maggie Award was named in honor of PPFA founder Margaret Sanger. Imagine the reaction from Planned Parenthood if people in these industries were to accept awards from pro-life organizations.

THE PRAYER PROJECT

Join us in daily prayer for the people who are active in the Pro-Abortion Movement and those who have not been strong in their claimed pro-life convictions:

September—**Jeffrey A. Zucker**, president and chief executive officer of NBC Universal, who authorized the airing of “The Baby Borrowers”; *October*—Presidential candidates and U.S. Senators **Barack Hussein Obama, D-Ill.**, and **John Sidney McCain III, R-Ariz.**, as well as Vice Presidential candidate and U.S. Senator **Joseph Robinette Biden, Jr.**; *November*—**Anne M. Sweeney**, president of Disney-ABC Television Group, who authorized the airing of “The Secret Life of the American Teenager”; and *December*—clothing designer and Planned Parenthood supporter **Yigal Azrouël**.

IN YOUR OWN WORDS

LDI provides space for its supporters and detractors to have their say about various issues. If you have a comment/opinion on any issue relating to LDI or life issues, don’t be shy! Send it to us!

People Are Ignorant About Planned Parenthood

I was so stunned at the fact you have Martin Sheen on your list of celebrities who support Planned Parenthood!! He was so pro-life I thought!!!

I wish there was more information out there what exactly Planned Parenthood even does! I really seriously think people are ignorant to the fact! They think they are just helping people with birth control pills and not getting pregnant! I really feel these are fact of what they are doing and no one exactly knows!

Thank You for your work!...Many Blessings!

- Barbara Durkee

Kudos

[A]llow me to congratulate you on all of the hard work you are doing for the pro-life movement. The sacrifices you are making with the budget you have is part of such wonderful work that I am sure the Lord has and will continue to reward you for your actions. Peace...

- Timothy Spyro

“You Guys”

You guys have got some nice brainwashing techniques. I know you are pro-life and that is fine, but realize that skewing facts is immoral, and at the moment the immorality is on your side.

The workshop...from July 28th to August 1st was aimed at preventing teens from ever needing to have abortions by educating them about sex and identifying their boundaries and intimacies. Learning about who we are and where we stand and where we draw our boundaries is important to figure out when you are in puberty, and this workshop helps teenagers realize that sex is not something to be taken lightly. If you have a plan when faced with a situation, it is easier to say no than if you have never talked about where you stand and what you would do in certain situations. Following the American constitution, it helps young folks make educated decisions about sexuality freely, the way this nation was intended to be set up. These workshops stress the fact that abstinence is the only way to ensure not becoming pregnant and not contracting STD’s. But as adults know, if you are told not to do something, it’s the only thing you want to do.

- Timothy James Knaus

We are not certain which workshop was of concern to the writer. LDI asked for details regarding his “skewing facts” assertion but none have been provided.

Toss Out Your Personal Computer

As a partner for [sic] Life Decisions International, I expect the parent organization to honor the boycotts. Otherwise, the boycott means nothing...Do you, yourself, boycott Microsoft?...do you not use Microsoft Windows? Do you not use Outlook? Do you not use Internet Explorer? Do you not use Microsoft [sic] Office? If you do not use those things, what do you use? What are you using right now to read and respond to this e-mail? What PC, what Operating System, what E-mail client, browser, or Office Suite? And if you use Microsoft products, why do you encourage a boycott...if you are not willing to do it yourself?

- Joe Waliga

For a response, we quoted from the “CFP [Corporate Funding Project] Frequently Asked Questions” section of the LDI website (www.fightpp.org):

Disposing of these products would simply be wasteful. (If an automobile manufacturer were a boycott target would we expect you to get rid of your car? No.) We simply suggest that you purchase no other products from the boycotted corporation.

With regard to Microsoft, getting rid of all of its products would literally mean having to buy a new computer—a Mac. If Apple Computer were to become a boycott target as well, we would not suggest throwing away your computer and never buying another. If all corporations that make computer operating systems were to become boycott targets, you may have no choice but to purchase from them. In this case, we suggest doing the minimum you can get by with in order to make your computer operational.

Similar questions have been raised about the use of Adobe Reader. The program is free of charge and does not make more money for the company if you download the program. (LDI uses Microsoft and Adobe products, but we have not purchased *anything* from either corporation since they became boycott targets.)

The same principle applies when it comes to clothing or any other purchase. Do not throw anything away; just don't buy from the boycotted corporation in the future. It would do little good to be wasteful and foolish with God's resources.

We do not want the boycott to become a "religion." Do the very best you can, without offering up unreasonable excuses, and you will be serving the cause well.

Questioning Accuracy

Robert M. Arend had several issues he wanted to raise with LDI:

In your boycott list, Frequently Asked Questions section, one of the questions, "Why doesn't LDI publish a list of corporations that have agreed to stop giving to Planned Parenthood..." and your answer was that you would never do such a thing." [sic] I for one, would be more generous in my donations to you, if you were to do so. And I'm certain others would also.

Actually, the remainder of the "Frequently Asked Questions" section of *The Boycott List* quoted by the writer provided the rationale for LDI's policy:

We would never release such a list. In fact, we do not even maintain such a list. Part of LDI's agreement with corporate leaders is that we will not issue a press release or other document that could serve to incite pro-abortion activists. Any publication that identified "reformed" corporations would be used as a boycott list by pro-abortion groups/activists.

Immediately after announcing our policy, five corporations agreed to stop giving to Planned Parenthood. Five! Corporate officials feared what Planned Parenthood would do in retaliation if we were to make such a list available.

Should we disregard our pledge? If LDI were to do so, our credibility and effectiveness would be virtually destroyed. And, frankly, the reason the writer has given for insisting that we reverse the policy (raising more money) is *far* from compelling. In fact, anyone who knows anything about LDI would understand that we would *never* use such criteria to many *any* decision—strategic or otherwise.

The writer was not finished:

It is very disconcerting when a company appears on your boycott list for the first time, then is no longer there in your very next published list. This recently happened with Sears. I've always been a very good Sears customer...When Sears appeared on your boycott list, I wrote a letter to their CEO and told them I would never enter any of their stores again as long as they continue to donate to Planned Parenthood.

Now, in your latest *Boycott List*, Sears is no longer found. Did my letter and letters from others have an affect? Or was Sears originally put on the previous list by [sic] error? It just seems strange that they would give in so quickly...

This isn't the first time I questioned your accuracy regarding a company on your boycott list...

There is no reason why anyone should view the events mentioned by the writer as "disconcerting." It is not the least bit unusual for a corporation to quickly agree to stop funding Planned Parenthood soon after they start getting letters from consumers. Many corporate leaders receive boycott threats on a regular basis—usually from individuals—and they need to "feel the heat" *before* realizing they should not ignore what we have to say. So, yes, in the case of Sears, the writer's letter, and those of other pro-life activists, made a *huge* difference.

No corporation has ever been erroneously placed on *The Boycott List*. Absolutely *never*.

The writer had still more criticism:

When you can give Planned Parenthood several pages of "free advertising" in your *The Caleb Report*, which I find tedious wading thru [sic], you could certainly print a few lines about your successes.

Ouch! The attack on *The Caleb Report* is unwarranted. This "free advertising," as the writer called it, empowers and educates people. It is impossible to fight that which we do not understand. Writing that Planned Parenthood is evil over and over again is grossly insufficient. Many pro-life activists have thanked us for providing material they have successfully used to fight Planned Parenthood in their respective communities. And along with the material comes what we hope is quality analysis.

The Caleb Report is mailed to pro-life people. How the writer can accuse us of assisting Planned Parenthood with "free advertising" is beyond us. (Using such logic, the writer would oppose LDI's educational brochures and most pro-life books as well.)

Letter-Writing Tips

It is an honor and privilege to be associated as a partner with your much needed organization. I do appreciate all the hard work that you are doing and the untold personal sacrifices I am sure you are offering to Our Dear Lord on behalf of our most vulnerable pre-born children.

I am finally getting around to becoming an active partner via the letter writing component of the Project. Before I proceed on this very important endeavor, I would like to ask you for your input on a letter I am drafting that would go out to the corporate executives of the businesses I am unfamiliar with. I would also generally use the same letter for those businesses I have used, but I would, of course, add personal references to that effect.

I am quite sure you must have your share of this type of assistance, but I would ask your indulgence at least this one more time! If anything, could you please let me know if I am coming on too strong or not strong enough. I would very much appreciate any suggestions. God Bless you and thank you again for all your good and hard work.

- Mary Deskovich

The most important part of letter-writing is the approach. We can be clear and passionate without coming across rude or extreme. If the letter is personal, respect-

ful and brief, it will have the desired impact. (By the way, the writer's letter was wonderful!)

Actions Speak Louder

Regarding your report on the Rotary Club [*Special Reports*, Summer 2007]: I agree with you that it doesn't matter what UNFPA's [United Nations Population Fund] policy on abortion states if its actions support abortion. UNFPA probably thinks it gets off the hook by including the disclaimer "as a method of family planning." Apparently, as long as abortion just destroys a human being but is not specifically used "as a method of family planning," it is perfectly okay in UNFPA's eyes. Keep up the good work!

- Debra Braun

"Absolutely Thrilled"

We were just absolutely thrilled to find that you had featured Beth Williams' moving piece on abortion...in *Special Reports*, Summer 2008 ["Cries of Humanity or Insanity?"]. It was so unexpected I admit I cried when I realized it was her essay. I had started reading about Bernard Nathanson when I spotted his picture on page 2 and then realized it was part of Beth's unaltered piece after turning to page one.

I was so moved and touched by your beautiful tribute to her in the inset box above the article. It was exactly the way I saw it when I first read the essay. I knew I could help her polish it but I told her mother I thought the emotional impact was far more important than tampering with her syntax—so, with the exception of a correction regarding Bernard Nathanson's name and position, it was sent exactly as she composed it.

Beth plans to become a conservative journalist so let's pray that she continues in this vein. She has not seen the LDI publication yet but I phoned her and you can imagine how excited and grateful she is—and her mother is overjoyed! Thank you for recognizing the same "passion" we did...Courage and Blessings!

- Martha Millsaps

Appalling Comments Unwarranted

I just visited your website...The comments of some people about your fee for *The Boycott List* appalled me and I decided to send you my reaction to this policy as encouragement for you and your staff. I approve even if it means I don't have access to the list because your list is really the only completely researched list available these days. I wish there was some way to make it available online but I don't think anyone can devise a posting that someone else can't find a way to copy so carry on!

- Sr. Jean-Marie

LDI routinely makes arrangements to get *The Boycott List* in the hands of people who do not have the resources to order it. We do not want money to be a factor in determining who can and cannot receive a *List*.

You Call This A Defense?

The Salvation Army is upset with LDI's description of its position on abortion (*The Caleb Report*, May-June 2008):

I respond on behalf of the National Commander, Commissioner Israel L. Gaither, regarding misinformation that has been distributed by your organization on The Salvation Army's position on abortion. We have

received numerous complaints based on your...published materials that are incorrect.

I share with you the correct information regarding The Salvation Army's Position on Abortion written October 1999:

The Salvation Army believes in the sanctity of all human life and considers each person to be of infinite value and each life a gift from God to be cherished, nurtured and redeemed. Human life is sacred because it is made in the image of God and has an eternal destiny. (Genesis 1:27) Sacredness is not conferred, nor can it be taken away by human agreement.

The Salvation Army deplors society's ready acceptance of abortion, which reflects insufficient concern for vulnerable persons, including the unborn. (Psalms 82:3-4)

When an unwanted pregnancy occurs, The Salvation Army advises that the situation be accepted and that the pregnancy be carried to term, and offers supportive help and assistance with planning.

Please share this information with your associates and update your literature regarding this matter to accurately indicate The Salvation Army's position on abortion.

- Lt. Col. David Jeffrey

The writer merely provided text from The Salvation Army's official position paper on abortion. We had done so ourselves in our initial article. The writer did not address even one point made by LDI. The writer did not address the interview given by General Shaw Clifton in *Der Bund*. He did not mention The Salvation Army's position on birth control. And he said nothing about Clifton's comments regarding *Scripture*.

Doing The Right Thing

Keep up your great work. I'm a board member of a crisis pregnancy center and, in addition to pulling several thousands of dollars of my own money out of Wells Fargo Bank, the pregnancy center pulled about \$20K in liquid assets and refinanced a \$120K loan it had with the same bank. I'll be writing another letter to the CEO to let him know that this will continue as long as their support of PP continues. God bless you.

- Fr. John Lankeit

"Thank You"

I would like to thank you from the bottom of my heart for your hard work and daily commitment to defend life. It means so much to me as I have lost a family member to an abortion.

- J.S.

Alternatives Available

I spoke to 2 terrific gentlemen on the phone about finding places we can donate to which will use our donations to actually cure or prevent breast cancer, instead of fund PP, which, through its various pro-Death activities probably ends up causing it. Anyway, here is what I've found for organizations who seem worthy of our donations: Breast Cancer Prevention Institute (www.bcpinstitute.org), Abortion Breast Cancer Connection (www.abortionbreastcancer.com), and Polycarp Research Institute (www.polycarp.org).

Also, two websites (www.stemcellresearch.org and www.jp2sri.org) speak of the wonderful advances in *adult* stem cell research, which the media continually misrepresents. This good website also provides information about how we can support good alternatives to embryonic stem cell research, and discourage unscrupulous or morally rudderless scientists from making our brothers and sisters in the embryonic stage a mere research commodity.

God bless you and yours always.

- Joseph Bruce

We thank the writer for doing all of that great research!

Pro-Abortion "Thanks"

I just wanted to say thanks for the boycott list. Now I know *where* to shop and I let them know I appreciate their resistance to people who wish to intrude into other people's personal business.

- Lynda Anderson

Religious High Horse

Get off your high horse with your religious preachings and deciding who should do what with their bodies. You probably voted for George Bush and assisted him in having more innocent people killed than abortions you have prevented. Ever think that not everyone should have the same belief that you do? Should I be Christian because you are?

What you think is helping people is just ostracizing them for helping control unwanted pregnancies in the first place (abortion is only one piece of the cause).

There are much better places to poke your nose if you believe in this issue...this is surely not one of them. Your attempt at outing people for their beliefs really just shows how brainwashed you have been by your religion and church to push your beliefs on others in a hostile manner. Not even the Catholic church [sic] would endorse what you are doing here.

Get yourself a hobby and do something positive...life is too short. These acts of attacking those who support planned parenthood [sic] will not make any impact whatsoever.

If you are so proud of what you do, show yourself...quit hiding behind some generic email and website. You showed who we are...now it's your turn. Perhaps you are too scared because your co-workers and other community non-religious neighbors will not want anything to do with what you are pushing here.

This is obviously an issue that is heated and divides our world. But it is not your place to push your side in a hostile way....use education or some other positive means. You are wasting your intelligence and resources.

- Brian

Well, at least the writer acknowledged that we have some intelligence.

Take Us Off Your Mailing List

Please *immediately* remove the following names "Diocese of Orange" and Office of "Pro-Life Activities" from your mailing list. Please do not re-direct your mailing to anyone in this office. Make the removal of our address (2811 E. Villa Real Dr., Orange CA 92867) from your mailing list *permanent*. Your prompt attention is greatly appreciated.

Naturally, this letter, which was not signed, left us rather curious. LDI contacted the Diocese of Orange to ask why the request was being made. We were told it was simply because the staff does not have time to read our material. Is this the kind of message one sends to a pro-life organization just because no one has time to read the material? Why do we doubt it?

MORE MISLEADING FUND-RAISING

Planned Parenthood Federation of America (PPFA) President Cecile Richards wrote to her supporters in mid-June 2008 with an urgent appeal. The message was headed, "More, more, and more."

"This message is about one thing: more. A whole lot of more, as a matter of fact," Richards wrote. This introduction was followed by a request for money.

Astonishingly, Richards had the audacity to cite the large number of teenagers with a sexually transmitted disease as a reason why money is needed:

At least one in four teenage girls has a sexually transmitted disease today: No more.

To stay healthy and disease free, young people need to know more.

For [PPFA] and our affiliates' health centers, we have to do more.

"Here's where you come in," Richards wrote. "We need your help." Now for the big pitch:

To put it frankly, we need you to give more. We've made that part (relatively) easy: a generous friend has agreed to match every dollar you give this month—up to a total match of \$100,000—to help us combat the highest STD rates in the industrialized world (and continue our efforts to ensure access to health care for every single person who needs it).



Richards claimed that after the U.S. Centers for Disease Control and Prevention (CDC) released a report in March 2008 that said at least one in four teenage girls have a sexually transmitted disease, PPFA personnel "immediately went to work, with more creativity and determination than ever before." The appeal for funds switched focus and became an attack on abstinence education:

We're fighting an uphill battle to counteract the effects of the Bush administration's obsession with promoting "abstinence-only" programs instead of real, comprehensive sex education in our schools. I don't know about you, but I am sick and tired of seeing our teenagers pay the price because a small bunch of politicians are afraid to talk about sex.

Richards claimed that PPFA is "doing more than ever" to stop the spread of sexually transmitted diseases. She said PPFA "health centers" are working to make free or very low-cost testing and treatment available "to every young person who needs it." Richards also noted that

her group is working with “all kinds of youth-oriented media to spread the word about prevention, testing, and treatment.” And, of course, PPFA is “working night and day to promote comprehensive sex ed and reduce these deplorable statistics.”

“More. More work for us, more knowledge for young people, and more help from you,” Richards continued. “That’s how we at Planned Parenthood do it, every day. Each of us does our part. And right now, your part—your contribution—will go twice as far.”

Richards concluded by kissing up to PPFA’s donors:

By the way, you probably don’t know this, but I mention you quite a bit when I’m traveling and speaking. I’ve been involved with causes and campaigns my whole life, and I’ve never met people quite so committed and loyal as those who give and act on behalf of Planned Parenthood. It’s quite astounding, and humbling, too.

So, I’ll say it again: I am Planned Parenthood. You are Planned Parenthood, too. Thank you.



Bryant

Richards’ message was followed by one from Amy Bryant, editor of PPFA’s website for teenagers (teenwire.com). “I’ve seen it with my own eyes, and I refuse to let a small bunch of politicians in this country hide the truth,” she began.

Bryant wrote that teenwire.com provides youngsters with “medically accurate facts about sex” that “empowers them to make responsible choices.” This statement was followed by her take on the state of comprehensive sex education in the United States:

Funding for comprehensive sex education goes down while funding for abstinence-only programs goes (way) up.

Teen STD rates skyrocket. (Don’t just take my word for it: the CDC has shown that at least one in four teenage girls has a sexually transmitted disease.)

It’s shocking. But this is about more than just statistics. These are young people who have names. Stories. Futures ahead of them...I meet them every day. So, what’s wrong with this picture? It’s backwards, and it’s outrageous that teens are paying the price because of extremist politicians who are afraid to talk about sex.

...

I know it will take all that we have to solve the teen health crisis we are facing. But I have to say, I’m still immensely hopeful. Why? Because of you. Me. The youth we reach with our sex education programs. WE are Planned Parenthood. And together I really do believe we can change the picture of teen health in this country.

Bryant’s diatribe ended with a plea for money and several references to the matching donor.

Richards sent a follow-up message to supporters about one week later. The message was headed, “Important—dollar for dollar match ending soon.”

“In a few short days, we will wrap up our most important campaign of the year—our annual matching gift fundraising effort,” Richards wrote. “This is the one time of year when every dollar you donate—up to a total match of \$100,000—is matched by a generous donor.”

Let us be sure we understand Richards’ plea. Assuming the “anonymous donor” truly existed, he/she had agreed to match gifts up to \$100,000. This does not mean the donor would match the gifts of every *individual* up to \$100,000. It means the donor would match up to \$100,000, which would bring the *maximum* match-related gift to \$200,000. Consequently, if PPFA received \$100,000 on the first day of the fund-raising campaign, subsequent donations would not be matched. Yet the group still used the misleading “dollar for dollar match” as an incentive for people to send money.

Richards again cited the number of teenagers with a sexually transmitted disease as a reason why money is needed:

This year’s campaign comes at a particularly significant time for us. We are embarking on one of the most crucial education and services outreach efforts in our history to combat the dangerous, rising number of young women with sexually transmitted diseases. With at least one in four teenage girls—more than 3 million teens—in the U.S. infected with an STD, we cannot afford to waste one moment in doing all we can to deliver prevention, education, testing, and treatment. This is what [PPFA] and our affiliate health centers do best, and we can only do it because of your support.

In another part of the piece, Richards told a flat-out lie. “I can tell you quite honestly,” the deceit began, “that we are utterly dependent on the funds we raise during this time to support our work where it’s needed most.” As usual, she made no mention of the fact that the group has more than \$400 million sitting in a savings account. After all, how motivated would donors be to respond if they were given such information?

“This is truly the very best time to give,” Richards wrote in concluding her message, “when your donation will be doubled.”

QUOTABLE QUOTE

“This is insidious. This is in my gym.”

— Kelly Jones, who cancelled her membership at the Body Boutique in Lawrence, Kan., after seeing a Christmas tree adorned with small models of preborn babies (*Lawrence Journal-World & News*, December 19, 2005)

YWCA’S “UNWAVERING SUPPORT”

eliminating racism
empowering women
ywca

YWCA would be foolish to become engrossed in the abortion debate. After all, offending a large percentage of the population cannot be a good thing. But when radical feminists are in charge, deci-

sions can be made that advance an extremist cause rather than the organization that pays their salaries.

“Sex education” was added to YWCA’s “health programs” in 1906. Thirteen years later, the group sponsored the International Conference of Women Physicians, which brought together delegates from 32 countries. The promotion of sex education was an important part of the agenda. In 1934, YWCA joined Planned Parenthood founder and eugenics activist Margaret Higgins Sanger in calling for legislation allowing the dissemination of birth control information.

YWCA of the USA officially adopted a “freedom of choice” statement in 1967. The position was reaffirmed in 1988.

In November 2003, the National Coordinating Board of the YWCA of the USA voted to *co-sponsor*—as opposed to simply endorse—the 2004 “March for Women’s Choice” in Washington, D.C. After the U.S. Supreme Court issued rulings unfavorable to pro-abortion activists, YWCA released a statement emphasizing its “unwavering commitment to reproductive rights for women”:

Because of our mission to empower women and eliminate racism, the YWCA is particularly aware that low-income women and women of color are impacted disproportionately when limitations are placed on reproductive health services.

Actions taken by local associations and by the YWCA of the USA have included testimony at state and federal levels, distributing information including fact sheets to our 2 million members, meetings with legislators, and joining coalitions who resist challenges to women’s legal, ethical and moral choices under the First Amendment.

Several years ago the YWCA organized a letter-writing campaign to corporate officials asking them to continue supporting Planned Parenthood. Fortunately, YWCA’s success in promoting legal abortion has been limited.

NOW YOU’RE HURTING OUR FEELINGS!



Nugent Planned Parenthood affiliates are not having a good time. It seems pro-life activists have been contacting local businesses that have been funding the deadly group’s agenda—and they do not like it! Consider the words of John W. Nugent, chief executive officer of Planned Parenthood Maryland (PPM), in his “Open Letter to PPM Supporters”:

I urge you to do business with local pro-Planned Parenthood companies—and be sure to tell them that is part of the reason why you chose them! These local businesses have been targeted by a small but vocal anti-choice extremist group. Show our local friendly business owners that the majority supports them, and not the fanatical fundamentalists.

Life Decisions International (LDI) is an organization whose sole mission is to de-fund Planned Parenthood. It believes that many corporations will not want to be identified as our supporters.

In its recent letter to our corporate supporters, LDI threatens to add their names to a list “which identifies businesses that fund Planned Parenthood.”

The truth is that LDI is a small operation in Northern Virginia that preaches anti-choice, anti-birth control, anti-gay and anti-sex-ed sentiments in their newsletters and boycott list. Its board is full of radical right-wing activists and politicians. It has no persuasive arguments in its favor, so it resorts to intimidation and bullying tactics as a means to deliver their message and attempt to sway corporations from funding Planned Parenthood.

When you shop be sure to visit pro-choice, progressive stores that proudly and bravely stand up for Planned Parenthood. They have everything to gain from being associated with quality sex education, affordable GYN care, and keeping critical medical choices between a woman and her doctor.

Longtime readers of *The Caleb Report* may recall a similar message sent by Portland, Ore.-based Planned Parenthood of the Columbia/Willamette (PPCW) to its supporters:

Planned Parenthood is fortunate to have the generous support of many local area businesses. Last year, we received almost \$28,000 worth of in-kind contributions in support of our donor and volunteer events. Recently, these businesses have been repeatedly threatened and targeted for a boycott by an organization called Life Decisions International (LDI). The *vast majority* [emphasis added] of businesses who [sic] have faced threats from LDI are choosing to stand up for Planned Parenthood’s mission and proudly support our work.

Below is a list of businesses that recently supported PPCW through in-kind contributions. Please show your support by patronizing these businesses and thanking them for standing up for Planned Parenthood!

“These articles were clearly intended to encourage those business leaders who have supported Planned Parenthood in the past,” Scott said. “PPM and PPCW are feeling the pressure because many are choosing to end support of the controversial group. Our job is to *increase* the pressure.” (The full list of local/regional boycott targets may be found on LDI’s website [fightpp.org].)

Yes, Planned Parenthood affiliates are not having a good time. And it is the “fault” of every person who actively participates in the Corporate Funding Project. *Keep up the good work!*

The Caleb Report, an official periodical of Life Decisions International (LDI), is published six times per year. Opinions expressed herein do not necessarily reflect the views of every LDI Partner or members of its Board of Directors/Advisors or staff. This publication may be copied so long as the appropriate citation(s) are included. It may be quoted so long as proper acknowledgment(s) are provided. Write: P.O. Box 439, Front Royal, VA 22630-0009 (USA). Phone: (540) 631-0380. All past editions of *The Caleb Report* are available on LDI’s website (www.fightpp.org).

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