One of my most vivid memories of 2019 was standing at the International Conference on Population Development (ICPD+25) in Nairobi surrounded by people dedicated to using evidence to improve lives and communities. It’s not the first time that’s happened during my tenure as CEO, but such moments never fail to inspire me, serving as a potent reminder of PRB’s long legacy and enduring impact.

Now more than ever, policymakers, government leaders, and people around the world are hungry for data to solve problems and drive change, and PRB continues to lead the way. Whether we’re analyzing the impact of a citizenship question on the U.S. 2020 Census or developing tools for youth to advocate for their sexual and reproductive health and rights in Kenya and Nigeria, providing evidence for informed decision making is at the heart of everything we do at PRB.

We’ve been at it for a remarkably long time—PRB was founded in 1929 in the aftermath of a financial crisis that ushered in one of the most turbulent and challenging eras in American history. Fast forward 90 years and topics like poverty, immigration, and global health remain just as relevant to the world today as they were then. And, so does PRB.

Wherever I go, people constantly tell me stories about the impact our work has had over the years. And while we’re very proud and excited to be celebrating the achievements of the past, our sights remain firmly set on the future and the role we’ll play in helping the world meet the challenges of the coming decade and beyond.

Of course, none of this would be possible without the support of the many donors, partners, contributors, and members who believe in our mission and work. I also want to acknowledge and pay tribute to PRB staff, both past and present, who continue to demonstrate an unwavering commitment to harnessing the power of evidence to do good in the world.

All the best,

Jeffrey Jordan
President and CEO
2019 Highlights

2019 WORLD POPULATION DATA SHEET RELEASED

Since its debut in 1965, the World Population Data Sheet has become a PRB signature product, relied upon by policymakers, researchers, educators, and students in nearly 100 countries. The 2019 edition provided demographic data on 210 countries across 24 indicators, with a special focus on the history of census taking around the world.

PRB INFORMS DISCUSSION OF THE U.S. 2020 CENSUS

As the United States prepared for its decennial census, PRB produced a preview of what to expect and provided analysis in a series of articles on such topics as the risk of undercounting young children and the impact of a citizenship question had it been added to the 2020 U.S. Census. In partnership with the U.S. Census Bureau, PRB organized the 2019 American Community Survey (ACS) Data Users Conference, which brought together nearly 300 ACS data users.

YOUTH FAMILY PLANNING POLICY SCORECARD FEATURED DURING REGIONAL FAMILY PLANNING MEETINGS

The World Health Organization and FP2020 featured the 2019 edition of the Empowering Evidence-Driven Advocacy (EEDA) project’s Youth Family Planning Policy Scorecard at regional family planning meetings throughout the year. With support from the Bill & Melinda Gates Foundation, this signature product tracks indicators of youth-friendly family planning services across 16 countries in Africa and Asia.

MEDIA ATTENTION FOR PRB’S CAMPAIGN ON MOTHERS AND HOUSEWORK

PRB’s Mother’s Day campaign to publicize research about mothers and housework funded by the Eunice Kennedy Shriver National Institute of Child and Human Development earned 200 million media impressions, including stories in The New York Times, Washington Post, Fortune, and Slate.

IMPACT

“I have received training from PRB on how to combine religious messaging with scientific data. It has enabled us to be better equipped to do our advocacy work for family planning among married couples.”

Cheikh Saliou Mbacke, President, Cadre des Religieux pour la Santé et le Développement (Senegal)
**PACE Advocacy Yields Increased Health Budgets in Kenyan Counties**

Budget-advocacy training conducted through the PACE—Policy, Advocacy, and Communications Enhanced for Population and Reproductive Health—project helped achieve health budget increases of up to 8% in Kenya’s Busia, Narok, and Samburu counties.

**Kano and Kaduna State Leaders Commit to Ending Child Marriage Following Advocacy from PACE-Trained Youth Leaders**

Youth advocates in northern Nigeria, trained through the PACE project, secured policy commitments from state leaders by creating and disseminating compelling, evidence-based advocacy videos focused on ending child marriage and increasing access to youth family planning services.

**Uganda’s Minister of Health Pledges Support for Increasing the Budget for Family Planning Commodities**

After Uganda’s Health Minister read a comic book developed by PRB in partnership with the Coalition for Health Promotion and Social Development Uganda, the Coalition secured her written commitment to support an increased budget for family planning commodities.

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**IMPACT**

“One precious lesson I learned from PRB is that clear communication of science begins with mastering the science of communication. Only then does the evidence painstakingly gained from scientific studies stand a chance to be heard and heeded.”

Parfait Eloundou-Enyegue, Associate Director, Cornell Population Center, Cornell University
## By the Numbers

<table>
<thead>
<tr>
<th>3.7M</th>
<th>106</th>
<th>67,750</th>
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<tbody>
<tr>
<td>Materials requested in print or accessed electronically after initial dissemination activities.</td>
<td>Journalists participating in PRB-organized events or supported to attend other workshops and conferences.</td>
<td>Engagements across social media.</td>
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<tr>
<th>77</th>
<th>855</th>
<th>7,400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communities established and/or supported to promote dialogue with decisionmakers.</td>
<td>People trained or supported through capacity-building efforts.</td>
<td>PRB-generated materials used by other organizations and individuals to support their activities.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>104</th>
<th>157</th>
</tr>
</thead>
<tbody>
<tr>
<td>News stories on health and population issues resulting from PRB activities.</td>
<td>Information products published.</td>
</tr>
</tbody>
</table>
Our work is made possible through the generous support of the following organizations and individuals.
Fiscal year ending September 30, 2019

** SOURCES OF SUPPORT **

Annie E. Casey Foundation  
Appalachian Regional Commission  
Association of Monterey Bay Area Governments  
AstraZeneca UK Limited  
Bill & Melinda Gates Foundation  
David and Lucile Packard Foundation  
The Education Trust  
Eunice Kennedy Shriver National Institute of Child Health and Human Development  
Georgetown University-Institute for Reproductive Health  
Habitat Seven  
Hubert H. Humphrey Fellowship Program, Emory University, Rollins School of Public Health

Junior Achievement USA  
Lucile Packard Foundation for Children’s Health  
Michigan Center on the Demography of Aging, University of Michigan  
NORC at the University of Chicago  
The Palladium Group  
Population Council  
Underwriters Laboratories  
United Nations Population Fund  
United States Agency for International Development  
United States Census Bureau  
William and Flora Hewlett Foundation

** PARTNERS **

PRB had the opportunity to collaborate with 78 organizations in 2019.

Advance Family Planning  
African Institute for Development Policy  
African Union Commission, Human Resources & Youth Division  
American Association for the Advancement of Science  
Association of African Universities  
Association Burkinabé pour le Bien-Etre Familial (ABBEF)  
Association des Femmes Juristes de Côte D’Ivoire  
Association Ivorienne pour le Bien-Etre Familial (AIBEF)

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**IMPACT**

“I have reported on sexual and reproductive rights issues for nearly eight years, but it was not until I entered PRB’s Women’s Edition program that I began to see the gaps in my reporting. Now I focus on solution-based articles that explore the dimensions of a problem and provide solutions.”

Joyce Chimbi, Journalist (Kenya)
I utilize the skills I built through PRB’s Policy Communication program to strengthen the capacity of youth advocates within the sexual and reproductive health space in Kenya. The epic moment was getting a seat at Kenya’s Bill & Melinda Gates Foundation table planning for ICPD.”

Lynette Ouma, International Youth Alliance for Family Planning
Supporters, Partners, and Contributors

Through their contributions, the individuals listed here allowed PRB to fund essential program expansion and organizational innovations during the year.

CONTRIBUTORS

George Ainslie
Jodie T. Allen
Amazon Smile Foundation
Albert F. Anderson
M. G. Anderson
Christine Bachrach*
James L. Baldwin
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James Rubenstein
Jefferson Ruiz
Jennifer Scibba
Victor J. Schoenbach

* Denotes contribution of $500 or more.
** Denotes contribution of $1,000 or more.
*** Denotes contribution of $5,000 or more.
## Financial Position

### ASSETS

**Current Assets**
- Cash and cash equivalents $2,734,685
- Grants and contracts receivable 810,008
- Prepaid expenses and other current assets 152,993
- Total current assets 3,697,686

**Property and Equipment, at Cost**
- Furniture and equipment 991,354
- Leasehold improvements 849,134
- Less - accumulated depreciation and amortization (1,447,742)
- Net property and equipment 392,746
- Long-term investments 9,971,719
- Total assets $14,062,151

### LIABILITIES AND NET ASSETS

**Current Liabilities**
- Accounts payable and other accrued expenses 610,272
- Accrued compensation 249,033
- Deferred dues and subscriptions 14,914
- Deferred rent, short term 141,014
- Advances received for grants and contracts 2,554,857
- Total current liabilities 3,570,090

**Long-term deferred rent** 565,956
- Total liabilities $4,136,046

**Net Assets**
- Without donor restrictions
  - Undesignated 250,000
  - Designated by Board 9,619,225
  - Total without donor restrictions 9,869,225
  - With donor restrictions 56,880
  - Total net assets 9,926,105
- Total liabilities and net assets $14,062,151

### Activities

#### REVENUES

**Grants, Contracts, and Cooperative Agreements**
- Federal Government $6,054,056
- Foundations 4,490,280
- Investment return, net 229,034
- Contributions 39,389
- Dues and subscriptions 37,455
- Sale of publications 10,511
- Total revenues $10,860,725

#### EXPENSES

**Program Services**
- International programs $8,309,982
- U.S. programs 1,505,741
- Communication programs 1,222,303
- Total program services 11,038,026

**Support Services**
- Management and general 403,509
- Fundraising 56,102
- Total support services 459,611
- Total expenses 11,497,637

**Decrease in net assets before net realized and unrealized gain on investments** (636,912)
- Net realized and unrealized gain on investments 7,789
- Change in net assets (629,123)
- Net assets, beginning of year 10,498,348
- Net assets, end of year $9,869,225

### 2019 Revenue by Source

- Federal Government 56%
- Foundations 41%
- Investment return, contributions, dues, subscriptions, and sale of publications 2%

### 2019 Expense Ratio

- Support services 4%
- Program services 96%

Ninety-six cents of every dollar raised by PRB goes to fund our program activities. Full audited financial statements are available upon request.