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**Population Reference Bureau**  
*Annual Report 2005*

# Mission OF PRB

The Population Reference Bureau **informs** people around the world about population, health, and the environment, and **empowers** them to use that information to **advance** the well-being of current and future generations.

**INFORM.** PRB analyzes complex demographic data and research to provide the most objective, accurate, and up-to-date population information in a format that is easily understood by advocates, journalists, and decisionmakers alike.

**EMPOWER.** Our commitment to putting information into action sets us apart. PRB builds coalitions and conducts workshops around the world to give our key audiences the tools they need to understand and communicate effectively about population issues.

**ADVANCE.** PRB works to ensure that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.

## PRB'S CORE THEMES AND STRATEGIC APPROACHES

We focus our work around four Core Themes: Reproductive Health and Fertility; Children and Families; Population and the Environment; and Population Futures—Aging, Inequality and Poverty, Migration and Urbanization, and Gender. We also emphasize two Strategic Approaches: Building Coalitions and Mobilizing Civil Society.

PRB's work is funded by private foundations, government agencies, and individual donors, and we frequently collaborate with other nonprofit organizations and universities. To these partnerships, PRB brings broad expertise and innovative, cost-effective approaches to analysis, information sharing, and capacity building.

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## For More INFORMATION

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# LETTER From the President

The year 2005 saw world population grow by 81 million. With so many more births than deaths every year, world population will keep growing for decades. Yet remarkably, more than half the world's people live in countries where women are averaging fewer than two children. By the end of this year, half of us will, for the first time, live in towns and cities. Yet most people in the world's poorest regions—sub-Saharan Africa and South-Central Asia—still live in rural settings, most with relatively poor access to health and family planning services. Girls in most places receive more schooling than their mothers did, and their babies are less likely to die. Yet many countries still face high rates of maternal mortality and disease—HIV/AIDS, malaria, tuberculosis, and noncommunicable diseases.



Add to these indicators still another dozen and the picture will remain: worldwide progress but continuing tough challenges. Even in many countries that look the best—Thailand with its very low fertility rate or the United States with its high average income—regional disparities are stark. After all, people actually live and work at the local and regional level, not in some “average place” in a table of national numbers or on a map with contrasting country colors.

As our world is varied and changing, so is PRB. The year 2005 saw our annual budget grow from \$6.6 million to \$7.8 million, and our staff from 43 to 51, with further growth in prospect. Longtime sponsors have increased their support and new sponsors are joining them. Along the way, we're doing new things in new ways, person-to-person around the country and the world, and through the web.

I invite you to find the evidence for yourself, illustrated in the pages of this annual report. See at a glance these selected examples of how PRB informs people in this changing world, and empowers them to advance the well-being of current and future generations. Then, month after month, explore the engaging new articles and features at our website, [www.prb.org](http://www.prb.org). In between, receive our publications through your membership in PRB.

I encourage you who are not already members to join PRB. And to you who are our valued members, consider contributing beyond your annual dues. These unrestricted funds, growing apace with the project-related funding we received from many foundations, government agencies, and international organizations, give us the opportunity to begin serving new constituencies in the United States and around the world with new programs.

I want you to know that my colleagues on the Board of Trustees and on the staff are excited about our work. Energy is high, commitment is profound, accomplishments are impressive. It is our privilege to be involved in this important and satisfying work and our honor to merit your support.

Sincerely,

A handwritten signature in black ink that reads "Bill Butz". The signature is written in a cursive, flowing style.

William P. Butz

# Highlights From 2005

## Reproductive Health and Fertility

Improved reproductive health is key to socioeconomic change. PRB works around the world to help ensure this important health outcome.



### DISSEMINATING INFORMATION ABOUT HIV/AIDS IN INDIA

PRB published three chartbooks, and held briefings for the Indian press and government officials, on HIV/AIDS in the Indian states of Delhi, Tamil Nadu, and Andhra Pradesh, in collaboration with the Population Foundation of India and the State AIDS Control Societies of each of the three states, and funded by the Bill & Melinda Gates Foundation. These chartbooks complement five other India HIV/AIDS chartbooks and reports published through this project—a broad effort to inform Indian program and policy audiences of the current HIV/AIDS epidemic in India and the ways to combat its spread.

### ABANDONING FGC: COMMUNICATING INFORMATION AND BEST PRACTICES TO POLICYMAKERS

PRB facilitated a regional two-week policy communication workshop on abandoning female genital cutting (FGC) in Ouagadougou, Burkina Faso, in collaboration with Mwangaza Action, a local Burkinabé nongovernmental organization. The workshop was the second in a series sponsored by the U.S. Agency for International Development in the region, and researchers, program officials, and policy advisers from nine Francophone-African countries attended the workshop.

### PREVENTING AND TREATING CERVICAL CANCER

*Preventing Cervical Cancer Worldwide* highlighted research conducted by the five-agency Alliance for Cervical Cancer Prevention (ACCP) on the safety, reliability, and cost-effectiveness of new prevention and treatment techniques. PRB prepared the report in collaboration with the ACCP's agencies: PATH, EngenderHealth, the International Agency for Research on Cancer, JHPIEGO, and the Pan American Health Organization.

## Children and Families

PRB works closely with U.S. child advocacy groups to inform decisionmakers about national and state trends in child well-being.

### PARTNERING WITH KIDS COUNT

For 14 years, PRB staff have provided data analysis and other assistance for the annual data book for the KIDS COUNT project, a national and state-by-state effort to track the well-being of children and families in the United States, funded by the Annie E. Casey Foundation. We analyze data for the key indicators used to rank states each year and for new indicators related to each year's KIDS COUNT theme. PRB also conducts regional workshops and provides technical assistance to the KIDS COUNT network of child advocacy organizations to help them



access and use data from the American Community Survey and other sources. In addition to this work, we published the report *Counting Kids in Census 2000: Results and Challenges*, and with Casey Foundation staff, met with key U.S. Census Bureau staff to present findings and discuss implications for improving the count of children in the 2010 Census.

## ASSESSING THE WELL-BEING OF VULNERABLE CHILDREN AND FAMILIES

In 2000, one in every five children in the United States was living in an immigrant family. Staff from PRB and the Annie E. Casey Foundation published the report *Children in Immigrant Families: U.S. and State-Level Findings From the 2000 Census*, profiling the well-being of these children and their families for every state and the nation as a whole. We also developed state-level indicators of family welfare for the Working Poor Families Project, funded by the Casey, Ford, Joyce, and Mott foundations, to assess state efforts to assist the working poor in achieving economic self-sufficiency.

## CONDUCTING REGIONAL AND RURAL ANALYSES

With funding from the Annie E. Casey Foundation, PRB published a series of reports that used 10 key measures of child well-being to track the conditions of children living in the rural portion of each state in the United States as well as 71 large cities. In collaboration with the Casey Foundation and Loyola University-Chicago, PRB produced a poster and map highlighting areas of persistent child poverty in the United States. And with continued funding from the Appalachian Regional Commission, PRB issued four reports on population change and economic well-being in Appalachia, and initiated a new study using decennial census data from 1960 to 2000 to analyze factors behind long-term social and economic change in this region.

## Population and Environment

PRB helps program managers and decisionmakers develop better plans to address sustainable development.

### RECEIVING AWARDS FOR PRB'S PHE EFFORTS

PRB-supported efforts to raise awareness of population, health, and environment (PHE) issues have been recognized nationally in the Philippines. PHE programs in Concepcion, a poor coastal municipality, were selected for the national Gawad Galing Pook award. The award recognizes innovation and excellence in local governance. Concepcion also received the prestigious Rafael M. Salas Population and Development Award. Concepcion was recognized for PHE advocacy and for groundbreaking approaches in the integration of reproductive health, family planning, and environment in local governance.



### ENSURING ACCURATE ONLINE COVERAGE OF ENVIRONMENTAL DISASTERS

Tragically in 2005, environmental disasters worldwide killed thousands of people, severely damaged the environment, and brought into sharp focus the lingering and profound human effects. To ensure accurate online coverage and to provide clear links between population, health, and the environment, PRB launched a series of Web-exclusive articles within our popular "In the News" format that included:

- ▶ An Income Gap in Two Counties Hit by Hurricane Katrina
- ▶ Coastal Fisheries Hit Hard by South Asia Tsunami
- ▶ In Chennai, Women's Vulnerability Exposed by December's Tsunami
- ▶ In Tamil Nadu, a Drive to Reverse Tubal Ligations After the Tsunami
- ▶ The Demography of the South Asia Earthquake

# Highlights From 2005

## Population Futures

Population is at the core of many pressing global problems. PRB focuses a population lens on aging, gender, migration and urbanization, and poverty.



### PREVENTING GENDER-BASED VIOLENCE IN ASIA

PRB and the Institute of Population and Social Research of Mahidol University co-facilitated a two-week workshop on “Gender-Based Violence: Communicating Information and Good Practice Interventions to Policymakers” in Thailand. Fifteen program officials, researchers, and women’s advocates from eight countries throughout South Central and Southeast Asia attended. Participants learned strategic advocacy planning and presentation skills and explored the challenges to measuring violence against women, common characteristics of promising interventions, and prevailing perspectives on prevention programs.

### TRANSLATING RECENT FINDINGS FROM DEMOGRAPHIC RESEARCH

With funding from the National Institute of Child Health and Human Development and the National Institute on Aging, PRB continued our work to translate recent findings from population and aging research into nontechnical language for dissemination to decisionmakers, media, and the general public in the United States and around the world. PRB issued news releases and published web-exclusive articles on a wide range of topics including U.S. immigration, childhood obesity, welfare reform, smoking and chronic disease, and the economic toll of divorce. In addition to monthly seminars highlighting population-related policy issues around the world, PRB held a symposium in September on “Immigration and Assimilation: What We Still Don’t Know and Why it Matters.” We increased audience reach by posting a webcast of the symposium on PRB’s website.

### RESEARCHING THE SCIENCE AND ENGINEERING WORKFORCE IN THE UNITED STATES

In 2005, PRB started a new project, funded by the Alfred P. Sloan Foundation, to investigate the socioeconomic and demographic characteristics of the science and engineering workforce in the United States. PRB also co-sponsored a workshop with Business for Social Responsibility to discuss recent demographic trends in the United States and their implications for responsible business practice.

## Building Coalitions and Mobilizing Civil Society

By making information accessible and by facilitating dialogue between data producers and users, PRB contributes to informed decisionmaking around the world.

### SERVING 2.5 MILLION WEB VISITORS

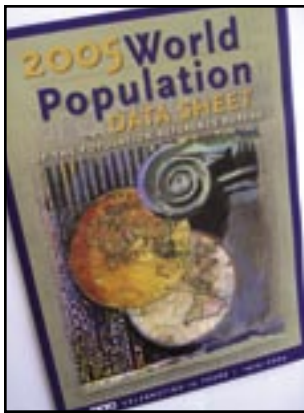
Every month, we publish on PRB’s website an average of five to seven new articles and reports. We also write about breaking news stories such as the October 2005 South Asia earthquake, providing the population, health, and



environment perspective. This expanded content has been instrumental in boosting PRB's website traffic by 50 percent in the past year—from 1.5 million to 2.5 million web visitors annually. We have experimented with new forms of dissemination, notably both live and taped webcasts of PRB press conferences, such as the release of the *2005 World Population Data Sheet*, and interviews with PRB staff who wrote the *Population Bulletin* "Global Demographic Divide."

## PROVIDING REPORTERS WITH PRB DATA AND ANALYSIS

Maintaining the breadth of PRB content for U.S. and international population, health, and environment subjects is vital now that the Internet competes with brick-and-mortar libraries and reference books. Often, reporters will contact PRB because of an online search that highlighted a PRB document. Our success this past year in reaching journalists around the world shows that the media continues to be actively interested in population, health, and environment issues, both globally and locally. When the Daily Oklahoman prints an article describing a local missionary's upcoming trip to Nigeria, and cites PRB as the source for data on Nigeria's population, we are succeeding.



## DISSEMINATING PRB PUBLICATIONS WORLDWIDE

With continued funding from USAID and from the David and Lucile Packard Foundation, the 2005 edition of PRB's popular *World Population Data Sheet* was released in August. New for 2005 were data on access to improved drinking water, energy use per capita, and population living below US\$2 per day. Media coverage was worldwide and widespread, including the Wall Street Journal, Business Week, the Associated Press, Agence France Presse, BBC Radio, and Voice of America. In addition, more than 200,000 copies of PRB publications were distributed to audiences worldwide—an increase of 50,000 from 2004. We also disseminated four *Population Bulletins*: Global Demographic Divide; the American Community Survey; Global Aging: The Challenge of Success; and New Marriages, New Families: U.S. Racial and Hispanic Inter-marriage.

## CONVENING WOMEN'S EDITION JOURNALISTS IN INDIA

PRB held the third in a series of four seminars for its current group of Women's Edition journalists, senior-level women representing influential print and broadcast media outlets in Bangladesh, India, Jamaica, Kenya, Mexico, Nigeria, Uganda, and Zimbabwe. This third seminar, in New Delhi, focused on trafficking of women and children for sexual purposes and the reproductive health consequences. The journalists took two eye-opening trips, one to a brothel and another to a government shelter for trafficked girls. During the week, experts from local antitrafficking organizations and officials from the United Nations briefed the journalists.

## SUPPORTING GLOBAL HEALTH POLICY

The Bill & Melinda Gates Foundation is funding a two-year project at PRB, Communicating Health Priorities, to disseminate and communicate the analytic work of the Disease Control Priorities Project, including the second edition of *Disease Control Priorities in Developing Countries*. This project builds on the significant investments of the Gates Foundation, the Fogarty International Center of the National Institutes of Health, the World Bank, and the World Health Organization to give developing countries the latest tools and evidence for allocating their health resources wisely, making the best policy choices, and effectively implementing new or refined health programs and practices.



# Sources of Support 2005

Anonymous  
Appalachian Regional Commission  
The Fred H. Bixby Foundation  
The Annie E. Casey Foundation  
The Compton Foundation  
The Ford Foundation  
John Edward Fowler Memorial Foundation  
The Bill & Melinda Gates Foundation  
Global Development Network  
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The William and Flora Hewlett Foundation  
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National Institute on Aging  
The Novartis Foundation for Sustainable Development  
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# Consolidated Statements of

## FINANCIAL POSITION

For the year ending September 30, 2005

### Assets

#### CURRENT ASSETS

Cash and cash equivalents	\$995,101
Accounts receivable	582,565
Prepaid expenses and other current assets	31,421

**Total current assets** **1,609,087**

#### PROPERTY AND EQUIPMENT, AT COST

Furniture, equipment, and leasehold improvements	516,390
Less – accumulated depreciation and amortization	417,359

**Net property and equipment** **99,031**

**Long-term investments** **7,600,262**

**Total assets** **9,308,380**

### Liabilities and Net Assets

#### CURRENT LIABILITIES

Accounts payable and other accrued expenses	96,514
Accrued compensation	137,413
Deferred dues and subscriptions	57,457
Deferred rent payable	66,332
Advances received for grants and contracts	3,898,490

**Total current liabilities** **4,256,206**

**Long-term deferred rent payable** **97,869**

**Total liabilities** **4,354,075**

#### NET ASSETS

Unrestricted	250,000
Unrestricted – designated	4,662,425
Permanently restricted	41,880

**Total net assets** **4,954,305**

#### Total liabilities and

**net assets** **\$9,308,380**

## ACTIVITIES

For the year ending September 30, 2005

	UNRESTRICTED	PERMANENTLY RESTRICTED	TOTAL
<b>Revenues, gains, and other support</b>			
<b>GRANTS AND COOPERATIVE AGREEMENTS</b>			
U.S. Government	\$2,408,852	\$ —	\$2,408,852
Foundations	4,466,619	—	4,466,619
Contributions	214,886	—	214,886
Dues	108,009	—	108,009
Sale of publications	97,331	—	97,331
Interest	186,809	—	186,809
<b>Total revenues</b>	<b>7,482,506</b>	<b>—</b>	<b>7,482,506</b>
<b>Expenses</b>			
<b>PROGRAM SERVICES</b>			
International programs	2,984,389	—	2,984,389
Communications	1,234,395	—	1,234,395
Domestic programs	1,071,106	—	1,071,106
Total program services	5,289,890	—	5,289,890
<b>SUPPORTING SERVICES</b>			
Management and general	1,900,217	—	1,900,217
Fundraising	113,131	—	113,131
<b>Total expenses</b>	<b>7,303,238</b>	<b>—</b>	<b>7,303,238</b>
<b>Increase in net assets before realized and unrealized gains</b>	<b>179,268</b>	<b>—</b>	<b>179,268</b>
Realized and unrealized gains on investments	334,526	—	334,526
<b>Total increase in net assets</b>	<b>513,794</b>	<b>—</b>	<b>513,794</b>
<b>Net assets, beginning of year</b>	<b>4,398,631</b>	<b>41,880</b>	<b>4,440,511</b>
<b>Net assets, end of year</b>	<b>\$4,912,425</b>	<b>\$41,880</b>	<b>\$4,954,305</b>

Full audited financial statements are available upon request.



# Support PRB and help us continue to inform, empower, and advance.

**GENEROUS SUPPORT FROM DONORS AND MEMBERS** has allowed the Population Reference Bureau to produce and disseminate objective, accurate information about population for more than 75 years. Contributions from individuals help sustain PRB and enable us to fund essential program expansion and organizational improvements. We are deeply grateful for the support we receive and we hope you will continue to contribute. Supporting PRB has never been easier!

**ONLINE GIFTS:** To make a donation online, just visit our website, [www.prb.org](http://www.prb.org), and click **SUPPORT PRB**.

**CREDIT CARD GIFTS:** Using your Visa, MasterCard, or American Express, you may contribute to PRB by visiting our website or calling our Development Office at 202-939-5420.

**CHECKS:** Donations made by check should be made out to the **POPULATION REFERENCE BUREAU** and mailed to the address listed below.

**SECURITIES:** Gifts of stock and mutual funds are also appreciated. We encourage donors to contact the Development Department with any questions or for wire transfer instructions.

**COMBINED FEDERAL CAMPAIGN GIFTS:** Government or military employees may designate PRB as the recipient of their workplace contribution.

**MATCHING GIFTS BY YOUR EMPLOYER:** Many businesses match employees' charitable contributions. To maximize your donation to PRB, you may want to check whether your employer offers this benefit.

**PLANNED GIFTS:** A variety of options are available to PRB donors who are considering making planned gifts and bequests. Our newsletter *PRB Matters* outlines giving opportunities and provides valuable information about estate planning. To receive *PRB Matters* or to speak with a professional about planning your estate, please contact our Development Office.

**PRB MEMBERSHIP:** PRB Members receive the *World Population Data Sheet*, the *Population Bulletins*, and a variety of specialized information. Several membership categories are offered. To join PRB, please fill out the attached card and send it to PRB. Or join online at [www.prb.org](http://www.prb.org).

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**HEIDI WORLEY**, Senior Policy Analyst

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**MARGO ANDERSON**, Professor of History, University of Wisconsin-Milwaukee

**CALVIN GOLDSCHIEDER**, Professor Emeritus of Sociology and Ungerleider Professor Emeritus of Judaic Studies, Brown University

**FRANCES GOLDSCHIEDER**, University Professor and Professor of Sociology, Brown University

**CHARLES HIRSCHMAN**, Professor and Former Chairman of the Sociology Department, University of Washington-Seattle

**BARBARA BOYLE TORREY**, Independent Writer and Consultant

# Highlights of PRB's Programs and Publications During 2005

## REPRODUCTIVE HEALTH AND FERTILITY

Disseminating Information About HIV/AIDS in India  
Abandoning FGC: Communicating Information and Best Practices to Policymakers  
Preventing and Treating Cervical Cancer

## CHILDREN AND FAMILIES

Partnering With KIDS COUNT  
Assessing the Well-Being of Vulnerable Children and Families  
Conducting Regional and Rural Analyses

## POPULATION AND ENVIRONMENT

Receiving Awards for PRB's PHE Efforts  
Ensuring Accurate Online Coverage of Environmental Disasters

## POPULATION FUTURES

Preventing Gender-Based Violence in Asia  
Translating Recent Findings From Demographic Research  
Researching the Science and Engineering Workforce in the United States

## BUILDING COALITIONS AND MOBILIZING CIVIL SOCIETY

Serving 2.5 Million Web Visitors  
Providing Reporters With PRB Data and Analysis  
Disseminating PRB Publications Worldwide  
Convening Women's Edition Journalists in India  
Supporting Global Health Policy



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