


2012 ANNUAL REPORT

PRB

INFORM
EMPOWER
ADVANCE

POPULATION REFERENCE BUREAU



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.

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that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.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 these Core Themes: Reproductive Health and Fertility; Children and Families; Global Health; Population and the Environment; 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

If you have questions, or would like to know more about making a gift, becoming a member of PRB, or purchasing a publication, please contact us:

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LETTER FROM THE PRESIDENT

With our goal to “inform, empower, advance,” we are always asking: “How many people did we reach?”

Thousands through meetings where they experience our multimedia presentations or hear presentations by our demographers, millions who visit our website, and many more who read media articles where PRB staff are interviewed. While we are increasing our reach through social media, we always value the personal contacts that we make here at home and abroad. I am especially gratified when people tell me they use our materials in the classroom—another generation is learning about demography!

One way we reach people is through our ENGAGE multimedia presentations. These videos continue to offer audiences new opportunities to understand population and health issues, and react with “I get it!” because the videos are so compelling. It is that sense of connecting with our constituents and partners that makes our work rewarding. With our 84-year history, PRB today reflects the duality of being the longest-operating population organization in the United States, grounded in a tradition of sound data and analysis and yet focused on the most appropriate and new approaches to ensure that our materials are seen, accessible, and understood by a broad constituency around the world.

This past year, we have been energized by the renewed attention to international family planning and will continue to help those working to reduce unmet need for family planning. As attention to the burden of noncommunicable diseases for the developing world expands, we are helping to focus attention on the critical role of risk behaviors that arise during adolescence and lead to long-term impacts on individuals, families, and countries.

Our work in the United States included a *Population Bulletin* on the dramatic changes in household structure, highlighting the key social processes that drove these changes and the new types of households and families emerging in the country. The American Community Survey is critical to this understanding, and we continue to find ways to expand our use of this key data resource.

Whether the project involves the well-being of families and households in the United States, or the challenges faced by girls in Africa, our staff bring skill, dedication, and passion to their work. I know you will enjoy reading this annual report, and learning about the activities we chose to highlight this year, and I want to personally thank you for helping to make our important work possible.

Our special friend, Monty Yudelman, passed away in January. He was a member of our Board of Trustees, and his support of PRB goes back decades. Our tribute to Monty is on page 2. He is deeply missed by all of us.

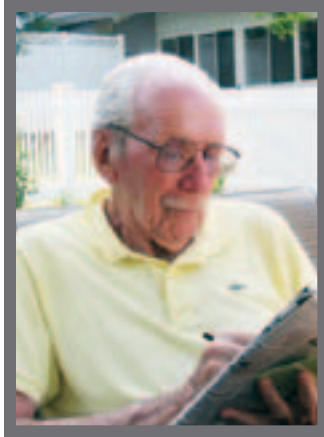
Sincerely,



Wendy Baldwin



A TRIBUTE TO MONTAGUE YUDELMAN



We are saddened by the passing of Montague (Monty) Yudelman, a longtime PRB trustee and a true friend. He retired as director of Agriculture and Rural Development at the World Bank, but his energy and dedication to development issues never wavered.

Dr. Yudelman was a respected worldwide expert on agriculture development, and he served as a consultant to numerous institutions including the Inter-American Development Bank, the U.S. Agency for International Development, the Rockefeller and Ford foundations, the International Food Policy Research Institute, and several foreign governments. He published widely in the field of agricultural development.

“Monty was deeply committed to issues of population and food/agriculture, and he was a wonderful PRB board member,” noted Wendy Baldwin, PRB president and CEO. “He challenged us to do more, was generous with his presence and good spirit, and was always a joy to talk with. We will all miss him.”

Monty was a lieutenant with the South African Air Force during World War II. Great Britain awarded him the Distinguished Flying Cross in 1943 “for acts of valor, courage, and devotion to duty while flying in active operations against the enemy.”

Among his many contributions and accomplishments was the creation of the Malthus Lecture Series, a partnership between PRB and the International Food Policy Research Institute (IFPRI). These lectures promote the study of the connections among nutrition, food, agriculture, and population, and invite an outstanding scholar or policymaker to give a presentation each year. He also helped create CGIAR, a global agriculture research partnership.

“Through his leadership as Board Chair and Trustee, his mentoring and support of the PRB staff, and the establishment of the Malthus Lecture Series, Monty will be remembered fondly and his legacy will live on at PRB,” said James Scott, PRB’s chief financial and operating officer.

Monty made it known that if anyone should want to remember him through a donation, he would like it to be made to the Malthus Lecture Series. To donate, go to www.prb.org and click the *Donate Now* button.

PROGRAM HIGHLIGHTS 2012

Celebrating the 50th Anniversary of the World Population Data Sheet. In 2012, the World Population Data Sheet celebrated its 50th birthday! Begun in 1962 by a PRB librarian as a simple one-page list of popular demographic data for selected countries—a quick way to answer questions, the data sheet is recognized around the world as a must-have and trusted reference. To promote the release of the *2012 World Population Data Sheet* on July 17, we hosted a webinar and launched an interactive map, fact sheets, and a video on noncommunicable diseases and youth. Wendy Baldwin and Carl Haub presented the data sheet's main findings and answered questions from the 98 participants who joined the live presentation (and more than 800 people have listened to the recorded webinar). The data sheet is downloaded 17,000 times a month on average (we still mail thousands of data sheets each year), and it is translated into German, French, Spanish, and Thai. The interactive map is viewed around 100,000 times a month, and shows 17 demographic variables organized in six topics including life expectancy, HIV/AIDS, family planning, and health. Four fact sheets focused on world population trends, noncommunicable diseases, unmet need for family planning, and the decline in U.S. fertility.

Conducting ACS Evaluation and Outreach. To improve understanding of the value and usefulness of the American Community Survey (ACS), PRB is partnering with Sabre Systems to organize and coordinate an ACS Data Users Group. Funded by the U.S. Census Bureau, this new project will develop an online forum and webinars and conferences to facilitate communication among ACS data users. PRB also organized a session at the annual Joint Statistical Meetings on evaluations of ACS and 2010 Census data, and served on the steering committee for a National Academy of Sciences workshop on the ACS. At both meetings, we presented our research evaluating the use of ACS tract-level data in analyzing high-poverty neighborhoods. Our results show that the share of children living in neighborhoods with poverty rates of 30 percent or more increased from 8.7 percent in 2000 to 10.6 percent in 2006-2010.

Reenergizing Nutrition Worldwide. PRB's RENEW Project (**R**eenergizing **N**utrition—**E**xpanding **W**orldwide) is raising the visibility of the malnutrition crisis among mothers and children in developing countries. Through multimedia presentations and stakeholder partnerships, RENEW is mobilizing commitment and resources and accelerating the implementation of proven and new approaches. The first global presentation, "Nutrition on the Rise," was shown at a UN General Assembly meeting attended by more than 100 nutrition experts, ministers of health, and high-level leaders, and focused on the Scaling Up Nutrition (SUN) movement. Attendees were pleased, and many requested copies of the presentation. RENEW is also working in Bangladesh to support the Ministry of Health and Family Welfare's new nutrition strategy, and will soon be working in Nigeria and Kenya. RENEW is funded by the Bill & Melinda Gates Foundation.

Supporting Digital Dissemination. PRB's English, French, and Spanish websites reached more than 1.6 million visitors this year around the world. We published hundreds of pieces of new content, including Web-exclusive articles, infographics, videos, reports and policy briefs, data sheets, webinars, blog posts, and tweets. We distributed our content via Twitter, Facebook, YouTube, and iTunes. PRB's Twitter followers are growing daily. We have produced more than 100 videos, 25 of which were created in this program year alone. Our very successful teaching videos, Distilled Demographics, are used in classrooms as "guest lectures" on demography. And we have created infographics to accompany longer reports and data sheets. PRB's digital dissemination capabilities are funded in large part by the William and Flora Hewlett Foundation and the David and Lucile Packard Foundation.

Reporting on U.S. Population Trends. PRB publications and presentations help journalists, policymakers, and educators understand U.S. demographic trends and their societal implications. For example, the *Population Bulletin* "Household Change in the United States" analyzed the changes in U.S. household structure in the last 70 years and the differences in households by age, race and ethnicity, and education. PRB gave a presentation on the changing demographics in the U.S. student population for the National Assessment Governing Board, and a presentation on key demographic trends and their implications for policies and programs at a KIDS COUNT/Voices for America's Children Joint Conference. We helped journalists interpret new data from the National Center for Health Statistics and the U.S. Census Bureau, and conducted wide-ranging interviews with the Associated Press, USA Today, the Wall Street Journal, National Public Radio, and dozens of other media outlets.

Expanding the Evidence for Reducing Poverty and Fostering Development. Prominent scientists from around the world gathered in Accra, Ghana, in January 2012, for the 6th annual PopPov research conference on population, reproductive health, and economic development. Sponsored by PRB, the William & Flora Hewlett Foundation, and the University of Ghana, the conference offered several plenary sessions and meetings, including a panel session that focused on PopPov researchers' experiences in communicating with policymakers. As secretariat of the PopPov Research Network, PRB also coordinated a call for proposals with three European research councils to support high-quality scientific research that strengthens the evidence base for policy and practice on how population and reproductive health affect poverty, and how investing in those areas might contribute to reducing poverty and fostering economic development and equity. PopPov research findings are reaching key audiences as part of our broader dissemination strategy, with several citations in *The Economist*, in UNFPA's report on *Impacts of Population Dynamics, Reproductive Health and Gender on Poverty*, and tweeted by the UN's Non-governmental Liaison Service.

PROGRAM HIGHLIGHTS 2012

Attending the International Family Planning Conference. At the International Conference on Family Planning, in Dakar, Senegal, in December 2011, PRB coordinated a range of activities for participants. A preconference youth workshop gave more than 80 young people the chance to learn about communicating adolescent and youth sexual and reproductive rights and health to policy audiences. Our ENGAGE multimedia presentation “Sénégal en Marche” (“Senegal on the Move”) showcased the valuable work PRB is doing to raise awareness of family planning in countries throughout Africa. We sponsored nearly three dozen journalists from 24 countries to attend and write about the conference. And we conducted a workshop for communication staff from nongovernmental organizations who wanted to gain skills in working with the media. We provided technical assistance to Malawi’s delegation, and to the Deputy Minister of Finance and Development, on a presentation that highlighted how to achieve a demographic dividend. Through these efforts, PRB is raising the visibility of the health and economic benefits of family planning to key global audiences—ministers, media, and stakeholders.

Measuring Child and Family Well-Being. The KIDS COUNT project of the Annie E. Casey Foundation gives policymakers an annual report of the well-being of America’s children. In addition to providing the data for the 2012 KIDS COUNT *Data Book* and online database, PRB helped the foundation create a more comprehensive state-level index of child well-being based on 16 indicators across four key domains. And through a project with the Girl Scout Research Institute, PRB also compiled data on 28 key indicators and developed an index of girls’ well-being by race and ethnicity. We also produced state-level indicators of family economic security and co-authored a data brief for the Working Poor Families Project assessing changes in the number and well-being of low-income working families as a result of the recent U.S. recession.

Researching the Unmet Need for Family Planning. More than 220 million women in developing countries say they want to space their next birth, or not have any more children, but they are not using family planning. With support from the William and Flora Hewlett Foundation, PRB is researching the transitional nature of unmet need across a woman’s reproductive life. Using Demographic and Health Survey data, we are documenting how common analytic approaches mask a higher percentage of women who experience unmet need at different points during their reproductive lives, and how poor women and older women have longer episodes of unmet need. Study findings will be presented at the IUSSP International Population Conference in Busan, Korea, in 2013.

Researching the U.S. Science and Engineering Workforce. With funding from the Alfred P. Sloan Foundation, PRB developed databases on scientists and engineers that are helping researchers and others monitor trends in the size and characteristics of the S&E labor force across states and local areas. Based on the Census Bureau’s American Community Survey, data are available for the years 2005 through 2011 for the 50 states and the District of Columbia, 100 largest counties, 50 largest cities, and 50 largest metropolitan areas. PRB’s analysis of these data showed that the U.S. S&E workforce has declined from its peak in 2000, although trends vary widely across geographic regions and population groups. Our research was reported in the *Wall Street Journal* and other news outlets. With funding from the National Institute of General Medical Sciences, PRB is also researching the dynamics for underrepresented minorities of entry into and retention in the Science, Technology, Engineering, and Mathematics (STEM) workforce.

Strengthening the Capacity of Middle-East Researchers. PRB’s Middle East and North Africa program continues to strengthen the capacity of researchers to communicate and advocate for improved policies and programs related to population and health. In partnership with the Department of Public Health and Community Medicine of Assiut University in Egypt, PRB held a policy communication workshop for researchers and program managers working in the area of youth sexual and reproductive health in Egypt and Sudan. PRB also collaborated with the UNFPA Arab States Regional Office on a policy communication workshop for participants from Egypt, Somalia, Sudan, and Yemen. One participant, who had 28 years of experience in demographic and statistical research, noted, “I was feeling that there was a gap between me [as a researcher] and the policy makers; this workshop has filled that gap.”

Tracking Socioeconomic and Demographic Trends in Appalachia. More than 25 million Americans live in the Appalachian region—an area that covers portions of 12 states and all of West Virginia. With funding from the Appalachian Regional Commission, PRB prepared two chartbooks that analyzed the region’s demographic and socioeconomic patterns. Using data from the 2000 and 2010 censuses and the 2006-2010 American Community Survey, these chartbooks detail trends in demographics, housing, education, economics, and other topics vital to the current and future well-being of Appalachia and its people.

CONTRIBUTORS

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* Denotes contribution of \$1,000 or more.

SOURCES OF SUPPORT

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 National Council of La Raza
 National Institute on Aging
 David and Lucile Packard Foundation
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Eunice Kennedy Shriver National Institute of
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 National Institute of General Medical
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 United Nations Population Fund
 United States Agency for International
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 United States Census Bureau
 United Way

Contributors, Sources of Support, and Partners during fiscal year ending September 30, 2012.

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African Population and Health Research Center
Alexandria Regional Centre for Women's Health and Development, Egypt
Aspen Institute
Association Burkinabé pour le Bien-Etre Familial
Association of Population Centers
Association Sénégalaise pour le Bien-Etre Familial
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CARE
Centre for Development and Population Activities (CEDPA)
Center for Global Development
Child Trends, Inc.
Coastal Resources Center, University of Rhode Island
Conservation International
Conservation Through Public Health
Consortium of Reproductive Health Associations, Ethiopia
CU Population Program, University of Colorado at Boulder
Direction de la Santé de la Reproduction et de la Survie de l'Enfant (DSRSE), Ministère de la Santé et de l'Action Sociale, Senegal
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Egyptian Family Health Society
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Georgetown University
George Washington University Global Women's Institute
Global Alliance for Improved Nutrition (GAIN)
Harvard School of Public Health
Hopkins Population Center, Johns Hopkins University
ICF Macro
Institute of International Education
Institute de recherché pour le développement, France
Instituto Promundo
International Center for Journalists
International Center for Research on Women
International Medical Corps (IMC)
Internews
Intrahealth International, Inc.
Ipas
Johns Hopkins University Center for Communication Programs
John Snow, Inc.
Kenya Association of Health and Science Journalists
Kenya Center for the Study of Adolescence
Kenya Division of Reproductive Health, Ministry for Public Health and Sanitation
Kenya National Council for Population and Development, Ministry for Planning, National Development and Vision 2030
Kenya Obstetrical and Gynaecological Society
Management Sciences for Health
Medical Research Council of South Africa
Men Can Stop Rape
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Migration Policy Institute
National Council on Population and Development, Kenya
The Netherlands Organization for Scientific Research (NWO/WOTRO)
Ouagadougou Partnership
O'Hare Data and Demographic Services, LLC
Pan American Health Organization
Pan Arab Project for Family Health of the League of Arab States
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Pathfinder
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Population Action International
Population Association of America
Population Council
Reproductive Health Supplies Coalition
Research Council of Norway
Sabre Systems, Inc.
Save the Children
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United Nations Children's Fund
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University of Ghana
White Ribbon Alliance
White Ribbon Campaign, Canada
Woodrow Wilson International Center for Scholars
World Bank
World Health Organization
World Wildlife Fund

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CONTRIBUTIONS from individuals help sustain PRB and enable us to fund essential program expansion and organizational improvements. Your gift, in any amount, will help us continue to inform, empower, and advance.

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CREDIT CARD GIFTS: Using your Visa, MasterCard, or American Express, you may contribute to PRB by visiting our website or calling 800-877-9881.

CHECKS: Donations by check should be made out to the Population Reference Bureau and mailed to the address below.

DONATE MONTHLY: To set up a monthly donation plan, please contact our Executive Office at 202-939-5460. You determine the duration and the amount you wish to give each month, and you can make changes to your plan at any time.

TRIBUTE DONATIONS: The next time you make a donation to PRB, consider doing so in memory of someone or to commemorate a birthday, holiday, or other special occasion. A special acknowledgment will be sent to your designees. Visit our website, www.prb.org, and click on *Donate Now*.

PLANNED GIFTS: Consider putting PRB in your will. Please contact our Executive Office for more information.

For information about making gifts of stock, our matching gift program, contributing through the Combined Federal Campaign, and other giving opportunities, please contact our Executive Office.

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STATEMENTS OF

FINANCIAL POSITION

For the fiscal year ended September 30, 2012

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$4,438,616
Accounts receivable	291,066
Prepaid expenses and other current assets	66,940

Total current assets **4,796,622**

PROPERTY AND EQUIPMENT, AT COST

Furniture, equipment, and leasehold improvements	871,405
Less—accumulated depreciation and amortization	<787,134>

Net property and equipment **84,271**

Long-term investments **6,135,319**

Total assets **\$11,016,212**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and other accrued expenses	\$311,293
Accrued compensation	158,457
Deferred dues and subscriptions	42,754
Deferred rent	78,378
Deposits/subleases	9,760
Advances received for grants and contracts	3,052,837

Total current liabilities **3,653,479**

Long-term deferred rent **134,541**

Total liabilities **3,788,020**

NET ASSETS

Unrestricted	250,000
Unrestricted—Board/designated	6,926,312
Permanently restricted	51,880

Total net assets **7,228,192**

Total liabilities and net assets **\$11,016,212**

ACTIVITIES

For the fiscal year ended September 30, 2012

UNRESTRICTED PERMANENTLY
RESTRICTED TOTAL

REVENUES, GAINS, AND OTHER SUPPORT

GRANTS AND COOPERATIVE AGREEMENTS

U.S. Government	\$4,599,659	\$ —	\$4,599,659
Foundations	3,966,552	—	3,966,552
Contributions	65,912	—	65,912
Dues	67,418	—	67,418
Sale of publications	25,095	—	25,095
Interest and dividends	260,770	—	260,770
Total revenues	8,985,406	—	8,985,406

EXPENSES

PROGRAM SERVICES

International programs	5,826,324	—	5,826,324
Communications	900,838	—	900,838
Domestic programs	1,589,957	—	1,589,957
Total program services	8,317,119	—	8,317,119

SUPPORTING SERVICES

Management and general	349,425	—	349,425
Fundraising	58,383	—	58,383
Total expenses	8,724,927	—	8,724,927

Increase in net assets before realized and unrealized gains **260,479** **—** **260,479**

Realized and unrealized gains on investments **911,986** **—** **911,986**

Change in net assets **1,172,465** **—** **1,172,465**

Net assets, beginning of year **6,003,847** **51,880** **6,055,727**

Net assets, end of year **\$7,176,312** **\$51,880** **\$7,228,192**

Full audited financial statements are available upon request.

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Celebrating the 50th Anniversary of
the World Population Data Sheet

Conducting ACS Evaluation and
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Reenergizing Nutrition Worldwide

Supporting Digital Dissemination

Reporting on U.S. Population Trends

Expanding the Evidence for
Reducing Poverty and Fostering
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Attending the International Family
Planning Conference

Measuring Child and Family
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Researching the Unmet Need for
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