

Annual Report 2010



PRB

INFORM
EMPOWER
ADVANCE

POPULATION REFERENCE BUREAU

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that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.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

TABLE OF CONTENTS

LETTER FROM THE PRESIDENT	1
PROGRAM HIGHLIGHTS 2010	2
CONTRIBUTORS	5
SOURCES OF SUPPORT	5
PARTNERS	6
SUPPORT PRB	6
FINANCIAL STATEMENTS	7
OFFICERS, TRUSTEES, STAFF	8— Inside Back Cover

FOR MORE INFORMATION

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LETTER FROM THE PRESIDENT

After seven years as PRB's president, I'm leaving in February for a new position at the International Institute for Applied Systems Analysis, in Vienna, Austria.

Transitions encourage assessment: of oneself, one's organization, and the world. Here are mine, first about PRB and myself, then about the world.

Luckily over the course of my career, I've worked only in stimulating, top-of-their-class organizations. Among these, PRB is the best. Our mission is clear (please read it again, over there to the left). My colleagues on the staff and Board are passionate about this mission. The evidence—what's true about the world—fuels their passion but also tempers it from time to time. These characteristics, plus just the friendly and helpful nature of the organization, make PRB a lovely place to do some good in the world.

Our sponsors, donors, partners, and constituents are also passionate about our mission. And I've seen you time and time again embrace the evidence, even when it discomforts. How I have enjoyed our personal interactions, gaining strength and direction from your critiques and suggestions!

In comparison, the world is a mixed picture. By nature, I tend to look at the half-full side. Where there are gains—girls' schooling, contraceptive prevalence, fertility reduction, life expectancy, living standards—let us trumpet these, drawing from them the evidence that guides our prescriptions for the future. The half-empty view too often encourages those who would retreat rather than try anew or again. The half-full view, buttressed by data and analysis, encourages those who want to see progress continue.

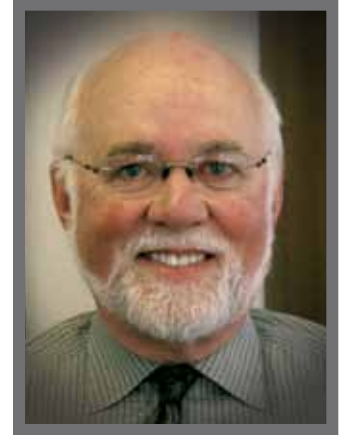
In the path from research to human progress—data→research→translation→dissemination→policymaking and decisionmaking→well-being—every gap is large and each transition uncertain. I am convinced that the fastest-growing gap and the most critical transition are between data and research on the one hand, and policymaking and decisionmaking on the other. More is now known about what succeeds in the policy and program arenas of population, health, and the environment than ever before; and even though many policymakers and other decision-makers make more use of this knowledge than ever before, that use—even when supported by good will and science—seems to fall ever farther behind.

PRB works this gap between what is known and what is used. In my new job, I will continue to work to close this same gap, as many of you do every day. Let's keep it up...and keep our chins up. It's worth it.

Sincerely,



William P. Butz



PROGRAM HIGHLIGHTS 2010

IDEA

USAID awarded PRB a five-year project: Informing DEcisionmakers to Act—IDEA.



PRB staff authored the Population Bulletin “U.S. Social and Economic Trends Since 2000.”



1.4 MILLION

The number of unique visitors to PRB's websites in 2010.

Engaging Policy Audiences Through Innovative Technologies. PRB continues to reach policy audiences through multimedia presentations using the groundbreaking and innovative *Trendalyzer* software developed by Hans Rosling and his team at the Gapminder Foundation. We developed several presentations under ENGAGE, a project that is raising the visibility of the costs, consequences, and solutions for the unmet need for family planning, high levels of unsafely performed abortion, and high levels of unplanned pregnancies. The goal of ENGAGE is to contribute to reducing maternal disability and mortality in Ethiopia, Kenya, Pakistan, and Uganda. As the presentations have been rolled out, thousands of decisionmakers—including many high-level policymakers—have become better informed about these pressing issues and the importance of advancing them on policy agendas.

Expanding Our Approaches to Reaching Policy Audiences With Timely Information. In July 2010, the U.S. Agency for International Development awarded PRB a new five-year project: Informing DEcisionmakers to Act (IDEA). IDEA's purpose is to increase support among policymakers in selected developing countries for effective population and reproductive health policies and programs. In addition to working with media, building the capacity of current and future leaders to communicate effectively, and developing data-rich publications, IDEA highlights the creation of multimedia presentations—including *Trendalyzer*—to reach policy audiences on topics that will advance family planning and reproductive health at the national and regional levels.

Translating Recent Findings From Demographic Research. With funding from the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, PRB and the Johns Hopkins Population Center held the fourth annual Symposium on Policy and Health, focusing on who takes care of the elderly and the implications that marriage and cohabitation patterns have for social policy and families as the population ages. PRB also launched Web Forums on immigration in the United States and on the effect of the recession on vulnerable populations. Each forum featured a set of web materials such as articles, interviews, blogs, online discussions, and presentations. And, with funding from the University of Michigan and the National Institute on Aging, PRB published three issues of the e-newsletter *Today's Research on Aging*, three Web-exclusive articles, and four interviews with researchers.

Reaching More Than 1 Million Through PRB's Web Strategy. PRB's English, French, and Spanish websites reached 1.4 million unique visitors this year. Visits represented 230 countries and territories. We published hundreds of pieces of new content, including Web-exclusive articles, reports and policy briefs, data sheets, webcasts and audiocasts, blogs, and online discussions. We also published content through PRB's Facebook page, YouTube, and iTunes. Twenty-two PRB Discuss Online sessions were conducted by PRB staff and by colleagues from such organizations as the Population Council, Save the Children, National Council of La Raza, Princeton, and UCLA. These discussions generated 750 questions from participants around the world. Topics included investments in youth, family planning and reproductive health, and climate change. PRB's electronic dissemination capabilities are funded in large part by the William and Flora Hewlett Foundation and the David and Lucile Packard Foundation. Other funding is provided by the United States Agency for International Development, the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, and the National Institute on Aging.

Tracking the U.S. Science and Engineering Workforce. PRB assessed the comparability of international indicators for the science, technology, and engineering workforce as part of a program funded by the Alfred P. Sloan Foundation. We produced a report and a series of guides documenting what data are available to study the science and engineering workforce in Canada, the United Kingdom, and the United States.

PROGRAM HIGHLIGHTS 2010

Offering Blended Learning. PRB is well-known and respected for our policy communication workshops, traditionally given in a one-week or two-week format in-country. These workshops help local policy champions understand how they can communicate information simply and powerfully to mobilize support among committed individuals to influence the policy process. We believe that we can extend the reach of this training to global audiences—where we now train dozens we can train hundreds—by recasting our traditional format into a blended learning format of face-to-face instruction, one-on-one coaching, and self-paced online learning.

Communicating Information and Effective Interventions to Policymakers. PRB's Population, Health, and Environment Program, in collaboration with Kenya's National Coordinating Agency for Population and Development, conducted a one-week policy communication workshop in Nairobi for individuals working at the nexus of population, health, and environment issues. The 16 participants from Kenya, Tanzania, and Uganda improved their ability to communicate their successes in integrating population, health, and environment strategically and effectively to policy audiences. The workshop builds on PRB's efforts to build an East Africa Population, Health, and Environment network that will support coalitions of population, health, and environment organizations in Ethiopia, Kenya, and Uganda.

Teaching U.S. Child Advocates About Data Sources. For more than a decade, the Annie E. Casey Foundation has funded PRB to provide training for the foundation's nationwide network of state-level KIDS COUNT projects. Through workshops, webinars, and online training materials, PRB helps data users access and use information from the U.S. Census Bureau and other sources to measure and track the status of children in their communities. In 2010, PRB produced an online tutorial that walks people through the complexities of the Census Bureau's American Community Survey.

Holding Governments in Developing Countries Accountable for Adequate Funding of the Health Sector. Under our work with USAID, PRB conducted a media training and study tour in Senegal for 19 print and broadcast journalists from the region. As part of the training, journalists visited a clinic in a Dakar slum. A TV journalist's story on the clinic attracted the attention of the Minister of Health, who contacted the journalist and told her he will assign additional health personnel to the clinic. Following another site visit, journalists wrote on the poor conditions in health clinics that serve Dakar's largest slum. As a result, the Korean Embassy contacted the Ministry of Health to discuss funding; and the local government funded an architect to design a surgery unit.

Informing Journalists About U.S. Population. PRB staff authored a *Population Bulletin* on "U.S. Social and Economic Trends Since 2000" that provided a first look at the impact of the recent recession and housing market crisis, with a special focus on racial and ethnic disparities. We conducted original analyses and wrote a series of Web-exclusive articles that identified emerging issues for U.S. families, such as the growing proportion of young adults who are postponing marriage. PRB staff were interviewed by ABC World News Tonight, Associated Press, NPR's "All Things Considered," New York Times, USA Today, Wall Street Journal, and dozens of other media outlets.

Publishing the 2010 World Population Data Sheet. On July 28, 2010, we released the *2010 World Population Data Sheet* at a press briefing at the National Press Club, in Washington, D.C. The theme was: "Fewer and Fewer Workers to Support Aging Population." This year's data sheet story was unusually popular in media outlets in Europe, especially because of our focus on aging. Media coverage was broad and global, and included such diverse media outlets as AOL.com News, New York Times, Irish Times, London Mirror, Sydney (Australia) Morning Herald, Asian News International, London Daily Telegraph, London Daily Mail, The Express (Scotland), The Herald (Scotland), Hindustan Times, International Herald Tribune, and Voice of America News. The data sheet is referenced hundreds of times during the year in print, radio, blog posts, and websites around the world.

Reaching Policymakers in the Middle East and North Africa. PRB's Middle East/North Africa program, supported by the Ford Foundation, published two policy briefs on reproductive health issues in the region. *Spousal Violence in Egypt* was published with the Alexandria, Egypt-based Suzanne Mubarak Regional Centre for Women's Health and Development, and drew on recent research that reveals that violence against women is widespread. *Unintended Pregnancies in the Middle East and North Africa* was published with regional partners and presented survey findings for the first time. This brief examined how unintended pregnancies jeopardize the health and well-being of women and their families, and the burden placed on health systems and socioeconomic development.

Reporting on U.S. Latino Children. We collaborated with the National Council of La Raza on a report and database, *Latino Child Well-Being in Numbers and Trends*, which highlight the well-being of Latino children in the United States. Findings were reported in the New York Times and several Spanish-language media outlets.

PROGRAM HIGHLIGHTS 2010

100+

The number of indicators used in the joint UNFPA-PRB publication *Country Profiles for Population and Reproductive Health*.



PRB developed a composite index for comparison of well-being of older populations in 12 selected countries.



4

The number of "Distilled Demographics" videos produced as part of PRB's Millennial Generation Outreach program.

Measuring the Well-Being of Children. The KIDS COUNT project of the Annie E. Casey Foundation provides policymakers with an annual report card on the well-being of America's children. As we have done for more than 20 years, we again this year provided data analysis and other technical assistance to the project, including the 2010 KIDS COUNT *Data Book* and the KIDS COUNT online database. PRB staff were also asked to prepare a data brief and deliver a presentation on children in single-parent families for the W.K. Kellogg Foundation's "Moving Above the Line" conference in Grand Rapids, Michigan.

Making New Population and Health Data Available. PRB published *Country Profiles for Population and Reproductive Health: Policy Developments and Indicators 2009/10*. This 338-page volume provides a brief overview of each country in which UNFPA works, including developments related to sexual and reproductive health and the most recent data on more than 100 indicators. This joint UNFPA-PRB publication was last published in 2005, but was redesigned this year to offer regional modules to UNFPA country offices.

Teaching the Millennial Generation. We began a new series of webcasts, "Distilled Demographics," with funding from a PRB member to launch the Millennial Generation Outreach Program. These videos, each under 10 minutes, highlight key demographic concepts such as fertility, mortality, and migration. In 2010 we posted four videos: Population Pyramids, Addressing Population Myths, Birth Rate, and Death Rate. We have heard from many of our Web visitors, especially teachers, that the videos are very useful.

Documenting the Status of California's Children. PRB staff completed the collection of more than 200 current and historical indicators of child well-being for counties, school districts, and cities in California for the Lucile Packard Foundation for Children's Health. In August, the foundation announced the launch of its expanded website that includes data for every county in the state.

Raising Awareness About Gender-Based Violence. As part of our work with USAID, PRB produced two new policy briefs that clearly and succinctly outline how gender-based violence affects many reproductive health outcomes and the crucial role of health services in responding to such violence. *Gender-Based Violence: Impediment to Reproductive Health* and *The Crucial Role of Health Services in Responding to Gender-Based Violence* offer data, analysis, guidelines for health care providers in addressing abuse, and next steps for policymakers and funders.

Understanding the Relationship Between Population Growth and Economic Development. While the relationships between slower population growth and economic development seem intuitive, relatively little evidence exists to explain the relationship. PRB's role in the Hewlett Foundation's Research Program on Population, Reproductive Health, and Economic Development expanded in 2010. In addition to our role in administering the program, PRB is pleased also to be leading parts of the program's scientific content and research results dissemination. In 2011, we will be planning for the next phases of this important research endeavor.

Developing an Index of Elderly Well-Being. Population aging creates economic, social, and political challenges for many nations. The lack of a standard summary measure of elderly well-being hampers the assessment of policies and programs targeting the elderly and inhibits the extent to which nations can learn from each other. PRB developed a composite index for comparison of well-being in older populations in 12 selected countries including the United States, and we presented the results at professional conferences. This project is funded in collaboration with the Global Aging Program at Stanford University's Center on Longevity.

CONTRIBUTORS

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

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Anonymous
 Appalachian Regional Commission
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 Annie E. Casey Foundation
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 Compton Foundation, Inc.
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 United Nations Population Fund
 United States Agency for International Development
 United States Bureau of Labor Statistics
 United States Census Bureau
 World Bank
 World Health Organization

Contributors, Sources of Support, and Partners during fiscal year ending September 30, 2010.

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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 to download a form, or call PRB's Executive Office.

PLANNED GIFTS: Consider putting PRB in your will. 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 Executive Office. *PRB Matters* is available online at www.prb.org.

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, 2010

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$4,238,831
Accounts receivable	485,615
Prepaid expenses and other current assets	61,834

Total current assets **4,786,280**

PROPERTY AND EQUIPMENT, AT COST

Furniture, equipment, and leasehold improvements	854,791
Less—accumulated depreciation and amortization	<696,807>

Net property and equipment **157,984**

Long-term investments **4,838,898**

Total assets **9,783,162**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and other accrued expenses	185,838
Accrued compensation	158,128
Deferred dues and subscriptions	44,883
Deferred rent	16,977
Deposits/subleases	12,666
Advances received for grants and contracts	3,098,399

Total current liabilities **3,516,891**

Long-term deferred rent **249,373**

Total liabilities **3,766,264**

NET ASSETS

Unrestricted	250,000
Unrestricted—Board/designated	5,715,018
Permanently restricted	51,880

Total net assets **6,016,898**

Total liabilities and net assets **\$9,783,162**

ACTIVITIES

For the fiscal year ended September 30, 2010

UNRESTRICTED PERMANENTLY RESTRICTED TOTAL

REVENUES, GAINS, AND OTHER SUPPORT

GRANTS AND COOPERATIVE AGREEMENTS

U.S. Government	\$3,211,022	\$ —	\$3,211,022
Foundations	5,597,367	—	5,597,367
Contributions	144,790	—	144,790
Dues	90,574	—	90,574
Sale of publications	29,037	—	29,037
Interest and dividends	106,321	—	106,321
Total revenues	9,179,111	—	9,179,111

EXPENSES

PROGRAM SERVICES

International programs	6,191,968	—	6,191,968
Communications	1,068,850	—	1,068,850
Domestic programs	1,328,354	—	1,328,354
Total program services	8,589,172	—	8,589,172

SUPPORTING SERVICES

Management and general	357,588	—	357,588
Fundraising	45,284	—	45,284
Total expenses	8,992,044	—	8,992,044

Increase in net assets before realized and unrealized gains **187,067** **—** **187,067**

Realized and unrealized gains on investments	403,849	—	403,849
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Change in net assets **590,916** **—** **590,916**

Net assets, beginning of year **5,374,102** **51,880** **5,425,982**

Net assets, end of year **\$5,965,018** **\$51,880** **\$6,016,898**

Full audited financial statements are available upon request.

PRB STAFF



Seated, left to right: Dottie Ferrell, Carole Walker, Maura Graff, Marissa Yeakey, Kelvin Pollard, Tyjen Tsai, Teresa Henderson

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HIGHLIGHTS OF THE 2010 ANNUAL REPORT

Engaging Policy Audiences Through Innovative Technologies

Expanding Our Approaches to Reaching Policy Audiences With Timely Information

Translating Recent Findings From Demographic Research

Reaching More Than 1 Million Through PRB's Web Strategy

Tracking the U.S. Science and Engineering Workforce

Offering Blended Learning

Communicating Information and Effective Interventions to Policymakers

Teaching U.S. Child Advocates About Data Sources

Holding Governments in Developing Countries Accountable for Adequate Funding of the Health Sector

Informing Journalists About U.S. Population

Publishing the 2010 World Population Data Sheet

Reaching Policymakers in the Middle East and North Africa

Reporting on U.S. Latino Children

Measuring the Well-Being of Children

Making New Population and Health Data Available

Teaching the Millennial Generation

Documenting the Status of California's Children

Raising Awareness About Gender-Based Violence

Understanding the Relationship Between Population Growth and Economic Development

Developing an Index of Elderly Well-Being

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