

2011 ANNUAL REPORT



REACHING 7 BILLION

DOING MORE WITH THE 2011 WORLD POPULATION DATA SHEET
ADDRESSING YOUTH SEXUAL AND REPRODUCTIVE
HEALTH IN THE MIDDLE EAST

COMMEMORATING INTERNATIONAL WOMEN'S DAY
REPORTING ON U.S. POPULATION TRENDS
IMPROVING DATAFINDER
'ENGAGING' THE PRESIDENT OF BURKINA FASO

DISSEMINATING RECENT FINDINGS FROM DEMOGRAPHIC RESEARCH
EXPANDING PRB'S ROLE IN POPPOV
EDUCATING JOURNALISTS ABOUT EARLY MARRIAGE

MEASURING THE WELL-BEING OF CHILDREN AND FAMILIES
DEVELOPING AN INDEX OF ELDERLY WELL-BEING
TAKING ADVANTAGE OF SOCIAL MEDIA

FOCUSING MORE RESOURCES ON DIGITAL DISSEMINATION
CONDUCTING DATA WORKSHOPS AND BRIEFINGS

REDUCING MALNUTRITION
CREATING NEW ADVOCACY MATERIALS FOR KENYA

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that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.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

It is my pleasure to offer my first annual report as president and CEO of the Population Reference Bureau.

This has been a year of growth and accomplishment throughout PRB. We have reached more people in more countries with more content than ever before. As the world saw population reach 7 billion, we took new measures to tell that story in print, through the media, on the web, and by video. PRB reached millions by presenting information that was timely, compelling, understandable, and accurate.

PRB embodies so many of my core values—the importance of sharing data and ensuring that data and research are in the hands of people who need and can use them. Our audiences are extremely broad because population, health, and environment issues affect many areas of life. We are reaching policymakers, the media, educators, students, and researchers, as well as other NGOs and citizens.

We are continually expanding our digital dissemination strategy, always pushing for new ways to reach key audiences. PRB's Facebook presence began in 2009; and soon after arriving at PRB, I was challenged to start PRB's Twitter feed. At first, I wondered if Twitter were only for teenagers and celebrities. But I turned around and challenged the staff to use it, and we held a contest for the "best tweets" as voted on by staff and the Board of Trustees. Our funders and partners, teachers, students, and others also post interesting content, and our followers grew to almost 400 in a short period of time. Those followers have over a half-million followers, and every day we can see how people who did not know of PRB are learning about what we do and the value of our data and analysis. You can follow us on Twitter: @PRBdata.

PRB is supported by major grants that create and sustain large and important projects, and by core support that ensures that we can continue to grow and innovate. I am gratified that so many funders value what we do and find it of benefit to them and the constituencies they serve.

We thank those funders who make it possible for us to do this work. We are also deeply indebted to the many individual contributors who help us bring new researchers into PRB and create new programs, and who care about our work and the ways in which we contribute to real and lasting solutions. I want to personally thank each and every one of you.

Sincerely,



Wendy Baldwin



PROGRAM HIGHLIGHTS 2011

21

The number of countries represented by participants in PRB's webinar for the release of the *2011 World Population Data Sheet*.

Reaching 7 Billion. The world population milestone of 7 billion was generally acknowledged to have been reached in late October 2011. Hundreds of news outlets posted PRB's press release that explained this milestone, and these news outlets reach millions around the world. Many reporters interviewed PRB demographers, notably National Public Radio's All Things Considered and Morning Edition, NBC Nightly News, Washington Post, USA Today, Wall Street Journal, TIME, Ms. Magazine, the Atlantic, Canada TV, Agence France Presse, TV Globo (Brazil), China Radio International, and the Hindustan Times. This important demographic event brought increased visibility to PRB's flagship publication, the *World Population Data Sheet*, and to our new video "7 Billion and Counting."



Doing More With the 2011 World Population Data Sheet. The release of the *2011 World Population Data Sheet* on July 28 was significantly more focused on digital dissemination. The event of world population reaching 7 billion during 2011 was our major theme. In addition to the data sheet, we created a 3-minute video, designed an interactive world map that shows 16 demographic variables by country, and published the *Population Bulletin* "The World at 7 Billion." Taking the place of a press briefing was a live webinar led by three PRB demographers; 127 people from 21 countries listened to the webinar.

PRB and the Johns Hopkins Population Center held the 5th annual Symposium on Policy and Health, focusing on the effects of military deployment on family health.

Reporting on U.S. Population Trends. PRB's reports and analyses of important demographic trends in the United States help journalists, policymakers, educators, and others understand recent and emerging demographic issues and their societal implications. A *Population Bulletin*, "America's Aging Population," examined the characteristics of the current and future U.S. population ages 65 and older and considered the costs and implications of an aging population. PRB staff also authored a report on "First Results From the 2010 Census" that provided an overview of key population trends, and a chartbook that profiled the Appalachian region. We helped journalists interpret new data from the U.S. Census Bureau and conducted original analyses that identified emerging issues for U.S. families, such as the growing proportion of young men living with their parents. PRB staff were interviewed by the Associated Press, the New York Times, USA Today, the Wall Street Journal, and dozens of other media outlets.



Improving DataFinder. In August, we upgraded PRB's popular DataFinder, a data tool that visitors use to search hundreds of demographic variables for thousands of places around the world. We expanded and modernized the data visualizations by adding trend graphs, stacked bar charts, and crosstabs, in addition to maps and tables. To broaden DataFinder's audience, we use Twitter to highlight the wide range of data available, taking advantage of world events to disseminate PRB data and analysis via social media.

12,000

Number of copies of *The World's Women and Girls 2011 Data Sheet* distributed to audiences around the world.

Focusing More Resources on Digital Dissemination. PRB's English, French, and Spanish websites reached more than 1.4 million visitors this year, representing 213 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, and on YouTube and iTunes. Seventeen PRB Discuss Online sessions were conducted by PRB staff and by colleagues from such organizations as USAID, Duke University, Population Council, Pathfinder, John Snow Inc., and the Johns Hopkins University. Topics included chronic diseases, international migration, child marriage, and aging. PRB's digital 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, the Alfred P. Sloan Foundation, and the National Institute on Aging.

PROGRAM HIGHLIGHTS 2011

Educating Journalists About Early Marriage. In February, PRB organized a study tour for journalists on early marriage in southern Senegal. During the five-day tour, the journalists visited clinics, schools, and adolescent reproductive health programs in the Kolda region, where early marriage rates are among the highest in the country. After the study tour, the journalists produced print and broadcast stories on early marriage that attracted national attention. The most talked-about coverage was a front-page story on Senegal's leading newspaper, which included a two-page spread with photos, illustrations, and interviews with the governor of the region, clinic staff, school officials, and high school students. The governor of the region communicated to one of the journalists that the radio broadcasts in local languages about Kolda's high rates of early marriage had provoked public discussions and that local women had recently formed a new organization to combat early marriage.

Taking Advantage of Social Media. The PRB Twitter feed (@PRBdata), begun on July 19 in preparation for the release of the *2011 World Population Data Sheet*, complements PRB's Facebook page. And the numbers of followers for both is growing daily. PRB's Twitter allows us to address a current topic with a meaningful "headline" and a link to the content on the PRB website, for example: "In #Niger, men's #literacy rate more than twice as high as women's (ages 15-24). Compare countries with #Datafinder! bit.ly/qtNN7C." And by re-tweeting, PRB can highlight the work of other organizations. Social media offers content to people who then can easily share and comment on that content.

Disseminating Recent Findings From Demographic Research. Several projects benefited from PRB's wide range of dissemination strategies. PRB and the Johns Hopkins Population Center held the 5th annual Symposium on Policy and Health, focusing on the effects of military deployment on family health; this symposium was funded by the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD). Also with NICHD funding, we created two Web Forums on PRB's website—on education in the United States and on the population impacts of natural disasters. Each forum features a set of web materials such as articles, interviews, blogs, online discussions, and presentations. These forums share the work of other NICHD-funded Population Centers. A hallmark of our work with the University of Michigan, funded by the National Institute on Aging, is the e-newsletter *Today's Research on Aging*, which informs health care professionals, financial planners, and educators about research relevant to their fields of practice.

Creating New Advocacy Materials for Kenya. PRB and the National Council for Population and Development (NCPD) launched the *Kenya Population Data Sheet 2011*, in June in Nairobi. The data sheet portrays the latest national and regional demographic, health, and environment data in Kenya with a summary of the findings. Also launched were three policy briefs, developed jointly by NCPD and PRB, that focused on family planning as a development priority in Kenya.

Commemorating International Women's Day. To commemorate the 100th anniversary of International Women's Day, PRB released *The World's Women and Girls 2011 Data Sheet*. This wallchart presents the latest data on the socioeconomic status of women and girls in more than 180 countries, with a focus on demography, reproductive health, education, work, and public life. In addition to disseminating more than 12,000 print copies of the publication, the data sheet was launched on PRB's website with an interview with Nafis Sadik, former executive director of UNFPA; and a web article, blog post, fact sheet, and PowerPoint presentation. Journalists from PRB's Women's Edition program produced a variety of stories and broadcast programs, reaching millions with information on topics related to women's and girls' reproductive health and rights, including safe motherhood, girls' education, delayed age of marriage, and decisionmaking regarding family planning and contraception.

'Engaging' the President of Burkina Faso. Under PRB's IDEA project, and in collaboration with the National Council for Population (CONAPO) in Burkina Faso, PRB produced an innovative multimedia presentation that became the keynote address at the recent international conference, "Population, Development, and Family Planning in West Africa: An Urgency for Action," held in Ouagadougou, Burkina Faso, last February. The president of Burkina Faso opened the conference, which provided a forum for country teams and donors to identify ways to meet the need for family planning and generate commitment for reinvigorated action in West Africa.

Conducting Data Workshops and Briefings. Through workshops, webinars, and briefings, PRB helps U.S. data user communities understand and access federal data sources that can strengthen their analytical capabilities and decisionmaking. PRB continued its partnership with the Annie E. Casey Foundation to provide training for the foundation's nationwide network of state-level KIDS COUNT projects. In 2011, PRB organized a workshop for more than 50 child advocates from around the country, providing updates on new data sources and training them to use data to measure the well-being of children in their communities. PRB also organized and co-hosted two congressional briefings on the importance of the American Community Survey.

PROGRAM HIGHLIGHTS 2011

“Nutrition on the Rise,” a PRB multimedia presentation, was featured at a Scaling Up Nutrition meeting attended by 150 nutrition experts and ministers of health from developing countries.



Journalists visited adolescent reproductive health programs in southern Senegal during a study tour. Early marriage rates in this region are among the highest in the country.



POPPOV

PRB is now the secretariat of the PopPov Network, a global project to support research on the relationships between reproductive health, population, and economic development.

Measuring the Well-Being of Children and Families. The long-term social, demographic, and economic vitality of the United States depends largely on the well-being of its children. The KIDS COUNT project of the Annie E. Casey Foundation gives policymakers an annual report card on the well-being of America’s children. For more than 20 years, PRB has played an integral role in data analysis and technical assistance, including the *2011 KIDS COUNT Data Book* and the KIDS COUNT online database. With funding from the Foundation for Child Development and the Casey Foundation, PRB developed new state-level indices of child well-being. PRB staff also completed the collection of more than 200 indicators of well-being for counties, school districts, and cities in California for the Lucile Packard Foundation for Children’s Health.

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 one another. In collaboration with the Global Aging Program at Stanford University’s Center on Longevity, PRB finalized a composite index for comparison of well-being in older populations in 12 selected countries including the United States. The final report and two fact sheets are on PRB’s website. The findings and data visualization have captured the attention of academic and policy audiences, engaging them in debates about what factors best illustrate the overall status of older populations.

Expanding PRB’s Role in PopPov. PRB is now the secretariat of the PopPov Network. PopPov is a global project supported by the William and Flora Hewlett Foundation and the Research Councils of the UK, the Netherlands, France, and Norway to support research that helps explain the relationships between reproductive health, population dynamics, and economic development, while strengthening North-South research partnerships. PRB is providing oversight of the research agenda and managing the website (www.poppov.org) and other dissemination and administrative activities. In addition, PRB’s responsibilities include the 2012 annual PopPov researchers meeting in Accra, Ghana.

Addressing Youth Sexual and Reproductive Health in the Middle East. *Facts of Life: Youth Sexuality and Reproductive Health in the Middle East and North Africa* is one of the PRB publications developed with support from the Ford Foundation/Cairo that drew attention to the urgency of acknowledging and addressing the needs of young people for sexual and reproductive health information and services. At the “Youth and Adolescents’ Health Conference,” organized by the Egyptian Family Health Society, PRB launched the bilingual (English and Arabic) *Egypt Youth Data Sheet*, developed in collaboration with the Population Council. The data sheet draws on results from the Population Council’s 2009 Survey of Young People in Egypt. These publications highlight the importance of focusing on youth at a time when the region is undergoing rapid social changes.

Reducing Malnutrition. PRB launched a multimedia presentation on malnutrition, “Nutrition on the Rise,” at the September meeting of the UN General Assembly, with support from the Bill & Melinda Gates Foundation. The presentation was featured at a special all-day meeting that focused on a new global movement called SUN (Scaling Up Nutrition). The meeting, attended by 150 nutrition experts as well as ministers of health and other high-level leaders from selected developing countries, discussed SUN’s first year of progress and how to strengthen action in taking the movement forward. In response, the presentation was also made at a U.S. congressional briefing and to the annual Global Business Alliance Forum.

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 United States Census Bureau
 United Way

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

Contributors, Sources of Support, and Partners during fiscal year ending September 30, 2011.

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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, 2011

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$4,177,459
Accounts receivable	434,218
Prepaid expenses and other current assets	75,586

Total current assets **4,687,263**

PROPERTY AND EQUIPMENT, AT COST

Furniture, equipment, and leasehold improvements	856,709
Less—accumulated depreciation and amortization	<751,145>

Net property and equipment **105,564**

Long-term investments **5,164,969**

Total assets **\$9,957,796**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and other accrued expenses	\$138,540
Accrued compensation	141,067
Deferred dues and subscriptions	45,023
Deferred rent	36,455
Deposits/subleases	16,510
Advances received for grants and contracts	3,311,556

Total current liabilities **3,689,151**

Long-term deferred rent **212,918**

Total liabilities **3,902,069**

NET ASSETS

Unrestricted	250,000
Unrestricted—Board designated	5,753,847
Permanently restricted	51,880

Total net assets **6,055,727**

Total liabilities and net assets **\$9,957,796**

ACTIVITIES

For the fiscal year ended September 30, 2011

	UNRESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUES, GAINS, AND OTHER SUPPORT			
GRANTS AND COOPERATIVE AGREEMENTS			
U.S. Government	\$3,669,077	\$—	\$3,669,077
Foundations	4,226,414	—	4,226,414
Contributions	85,215	—	85,215
Dues	68,288	—	68,288
Sale of publications	31,817	—	31,817
Interest and dividends	213,445	—	213,445
Total revenues	8,294,256	—	8,294,256
EXPENSES			
PROGRAM SERVICES			
International programs	5,060,094	—	5,060,094
Communications	1,161,235	—	1,161,235
Domestic programs	1,546,430	—	1,546,430
Total program services	7,767,759	—	7,767,759
SUPPORTING SERVICES			
Management and general	341,634	—	341,634
Fundraising	64,114	—	64,114
Total expenses	8,173,507	—	8,173,507
Increase in net assets before realized and unrealized gains	120,749	—	120,749
Realized and unrealized gains on investments	<81,920>	—	<81,920>
Change in net assets	38,829	—	38,829
Net assets, beginning of year	5,965,018	51,880	6,016,898
Net assets, end of year	\$6,003,847	\$51,880	\$6,055,727

Full audited financial statements are available upon request.

PRB STAFF



Seated, left to right: Emily Sullivan, Marissa Pine Yeakey, Charlotte Feldman-Jacobs, Kristen Devlin, Rachel Yavinsky, Diana Lavery, Alexandra Hervish, Donna Clifton, Pietronella van den Oever, Toshiko Kaneda

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Photos: Mattox Photography.

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