

PRB

INFORM
EMPOWER
ADVANCE

POPULATION REFERENCE BUREAU



2013 ANNUAL REPORT

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that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.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

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LETTER FROM THE PRESIDENT

2013 WAS ANOTHER BANNER YEAR FOR PRB.

I want to take this opportunity to share some highlights with you. Our supporters—both individuals and organizations—have remained strong, allowing us to reach more people with information about population.

A standout event this past year was the Family Planning 2020 meeting in Addis Ababa, Ethiopia. It was gratifying to see the work we had done on the demographic dividend receive so much exposure and acclaim. Since the meeting had a focus on youth, our ENGAGE Presentation on the demographic dividend was an ideal anchor for the discussions because it put family planning into a broad context. This multimedia presentation was shown in the High-Level Ministerial Meeting and at the conference's closing event.

I expect that you have already seen the benefits of our major web redesign, which we launched in August. This initiative is so important for PRB given that the website is our portal to the world. While we still generate important print material, everything we publish is accessible on the web and often the web is the most significant link people have with our content.

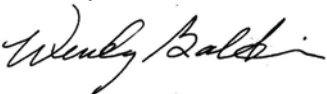
U.S. Programs (formerly known as Domestic Programs) launched a new American Community Survey (ACS) Data Users Group in partnership with Sabre Systems and the U.S. Census Bureau. Through an online community, webinars, and a data users conference, this group is helping ACS data users connect with each other to share knowledge and materials related to key ACS data issues and applications. Our history of developing custom measures and innovative indices of child well-being has broadened from the often-cited work on the annual KIDS COUNT Data Book to a new comprehensive report on the well-being of school-age girls in the United States for the Girl Scouts of the USA.

In 2013, we welcomed a new vice president for International Programs, Susan Rich, who is taking on a large and vibrant program of international population research, dissemination, and capacity building. Her varied background and deep commitment to PRB's issues will help continue ongoing activities and create new ones. While Susan has been in the foundation world for many years, most recently she was the key person at the Bill & Melinda Gates Foundation as they launched their major commitment to international family planning.

This has also been a year of superb additions to our Board of Trustees: Robert Groves, provost of Georgetown University and former director of the U.S. Census Bureau; Christine Bachrach, former chief of the Demographic and Behavioral Science Branch, *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, and research professor at the University of Maryland; and Susan McGregor, assistant director of the Tow Center for Digital Journalism at Columbia University. The leadership of the Board is important in charting PRB's future direction as well as ensuring its fiscal integrity.

Also in the category of "transitions" is my stepping down as president and CEO. I have been a supporter of PRB since I wrote my first *Population Bulletin* decades ago, and I will continue my support most enthusiastically. But I am intent on simplifying my life, commuting less often, enjoying my family, yet staying professionally active. As the PRB Board of Trustees launches its search for the next president and CEO, the organization will continue to thrive under the leadership of Jim Scott, who has added acting president to his "day job" of CFO/COO. And with the dedication of senior management and all the staff, PRB remains a vital voice and trusted resource!

Sincerely,



Wendy Baldwin

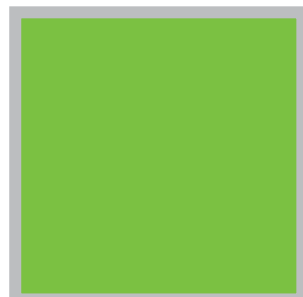


PROGRAM HIGHLIGHTS

25
YEARS

In 2013, PRB celebrated the Policy Communication Fellows' 25th birthday.

Engaging African Policymakers on the Demographic Dividend. PRB played a pivotal role in convincing African finance ministers that immediate health and education investments are needed to slow fertility if they hope to reap a “demographic dividend” in the decades ahead. Through PRB’s ENGAGE Presentation on the demographic dividend, along with factsheets developed for the African Union and the Economic Commission for Africa, PRB worked with policymakers to turn data into policy actions. The ministers called for health and education investments in their final statement of commitment at the 6th Joint Annual Meeting of Ministers of Economy and Finance in Côte d’Ivoire. Since the event in March 2013, PRB has received many requests for screenings of the ENGAGE Presentation.

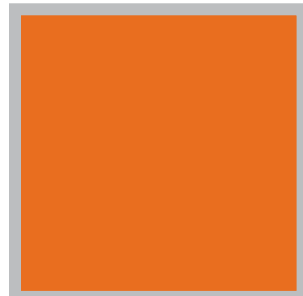


Disseminating Recent Findings From Demographic Research. Several projects benefitted from PRB’s wide range of dissemination strategies. With funding from the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD), PRB’s Center for Public Information on Population Research (CPIPR) collaborated with researchers from the University of Texas on a PRB *Population Bulletin* and webinar exploring the effect of educational attainment on adult mortality in the United States. CPIPR staff also disseminated research results from other NICHD-funded population centers through web-exclusive articles, social media, and webinars on topics ranging from net migration estimates for U.S. counties to the economic and social consequences of job loss and unemployment for workers and families. In collaboration with the University of Michigan Coordinating Center for the 14 Centers on the Demography of Aging, supported by the Behavioral and Social Research Division of the National Institute on Aging, PRB staff wrote and distributed material on aging and aging populations in the United States. The report, *Helping Americans Age in Place*, contributed to NIA-sponsored collaborative dissemination efforts with the Administration for Community Living in anticipation of the 50th anniversary of the Older Americans Act.

ACS

PRB launched an American Community Survey Data Users Group to increase understanding and use of this important U.S. survey.

Redesigning the PRB Websites. In August, the PRB websites launched a new design and information architecture. A team of PRB staff and web developers redesigned the websites using responsive design. Desktops, laptops, and tablets offer a complete interface with videos, large images, and animations. Smartphones use a simplified yet fast website. This redesign represents a fundamental shift in how PRB presents information to audiences who are moving away from desktop computers as their only way to access information. Visits to the PRB websites from mobile devices have tripled in the last year alone. Overall, visitors viewed PRB websites more than 6 million times, and downloaded PRB reports more than 1.5 million times.



6
MILLION

Page views on PRB’s websites topped 6 million.

Integrating Population, Health, and the Environment. In partnership with the PHE Ethiopia Consortium, PRB convened the second international Population, Health, and Environment (PHE) Conference in Addis Ababa, Ethiopia, in November 2013. The conference, funded by the David and Lucille Packard Foundation, USAID’s Office of Population and Reproductive Health, and USAID’s East Africa Regional Office, brought together over 150 PHE implementers and advocates from 20 different countries to share lessons learned and common challenges across PHE projects. These integrated projects aim to improve reproductive health and livelihoods, while also sustaining the natural resources upon which people depend. In addition, PRB’s ENGAGE Presentation, “Population, Health, and Environment Working Together,” highlighted the results of recent PHE projects. The ripple effects of this major event are already being felt as participants have reported new collaborations, new donors visiting PHE projects, and new directions for technical assistance and support.

PROGRAM HIGHLIGHTS

Leading Outreach and Evaluation for the ACS.

To increase understanding of the value and usefulness of the American Community Survey (ACS), PRB has partnered with Sabre Systems to create and support a new ACS Data Users Group. Funded by the U.S. Census Bureau, this group is helping ACS data users connect with each other to share messages and materials about key ACS data issues and applications through an online community, webinars, conference sessions and workshops, and an upcoming ACS Data Users Conference. PRB staff also continued to serve on a National Academy of Sciences panel evaluating priority technical issues for the next decade of the American Community Survey.

Continuing the Appeal of the World Population Data Sheet.

The annual World Population Data Sheets are still the most viewed and downloaded PRB publications. They represent PRB's yearly report on demographic indicators of world population, region by region and country by country. The 2013 *World Population Data Sheet* was released on Sept. 12, and PRB hosted a webinar to highlight the data sheet's main findings. People from 17 countries listened to the live webinar. Additionally, the data are included in PRB's popular DataFinder website (a searchable database); the data are also displayed in an interactive world map and an interactive infographic; and the data sheet was translated into French, Spanish, and German. Data from the data sheet were cited by media around the world, in articles ranging from Afghanistan's fertility drop to Nigeria's baby boom to Japan's population decline. And the data sheets will continue to be used by media throughout the year.

Helping the Media Write Stories That Improve Reproductive Health.

In 2013, developing-country journalists trained by PRB demonstrated the impact that accurate, sensitive reporting can have on reproductive health and rights. In India, a Women's Edition reporter for The Hindu pushed the country's ongoing discussion on rape prevention and response, prompting India's government to announce a long-promised pilot project establishing one-stop rape crisis centers in public hospitals in 100 districts. In Kenya, a Women's Edition journalist for the Daily Nation galvanized support for a 16-year-old girl who was gang raped and suffered life-altering injuries. Thanks to this reporter's persistent reporting, the story went global and nearly 1.5 million people signed a petition demanding the suspects be prosecuted and the police who released them be investigated. Kenya's Supreme Court chief justice called for "immediate action" by the national director of public prosecutions.

Supporting Population Advocacy Efforts in Kenya.

PRB has a long-standing relationship with Kenya's National Council for Population and Development (NCPD), supporting its population advocacy and policy reform activities. Kenya's new Population Policy for National Development, which recognizes that family planning and reproductive health are central to development, grew out of a three-year effort to engage citizens and leaders in developing a visionary new population policy created by and for the Kenyan people. With assistance from PRB, NCPD produced a series of policy briefs and an ENGAGE Presentation, "Kenya Leading the Way," depicting the costs and consequences of sustained high fertility. NCPD used these advocacy tools in meetings for government representatives, district leaders, churches, and civil society throughout the country. As a result, the government of Kenya pledged to increase by more than 10 percent over the previous year the funding it provides for family planning commodities, an outcome largely credited to NCPD's policy advocacy efforts.

Researching College Completion Rates.

With funding from the Lumina Foundation, PRB conducted research and authored a report on the demographic and family-background factors affecting U.S. college completion rates. The purpose of this project was to identify key factors associated with long-term trends in the share of U.S. adults with postsecondary degrees.

Reporting on U.S. Population Trends.

PRB publications and presentations help journalists, policymakers, and educators understand U.S. demographic trends and their societal implications. In 2013, PRB's research was reported in interviews with the Associated Press, New York Times, C-SPAN, USA Today, the Wall Street Journal, Bloomberg, the Economist, Time Magazine, and dozens of other media outlets. PRB web articles focused on a range of topics including the growing owner-renter gap in affordable housing, migration patterns of baby boomers, and the slowdown in U.S. population growth.

Measuring Child and Family Well-Being.

For more than 20 years, PRB has provided data and technical support for the Annie E. Casey Foundation's KIDS COUNT project to track the well-being of America's children. PRB received support from the Lucile Packard Foundation for Children's Health to promote the health and well-being of California's children by compiling data for counties, cities, and school districts for more than 200 indicators. PRB created a state-level database and co-authored a data brief on female-headed working families for the Working Poor Families Project. We also received support from the Girl Scouts of the USA to compile state estimates and create an index of school-age girls' well-being for each of the 50 states and the District of Columbia.

PROGRAM HIGHLIGHTS

MEDIA

Journalists from U.S. and international media outlets benefitted from PRB data, analysis, and capacity-building seminars.

150

More than 150 population, health, and environment experts attended the 2nd International Population, Health, and Environment Conference in Ethiopia.

ENGAGE

ENGAGE multimedia presentations continued to educate policymakers and decisionmakers about topics ranging from family planning to nutrition to the demographic dividend.

Celebrating 25 Years of Policy Fellows. In 2013, PRB celebrated the Policy Communication Fellows Program's 25th birthday! The program empowers doctoral students from USAID-priority countries with the skills to translate their dissertation research into clear and actionable messages for policy audiences. Over the years, the program has nurtured hundreds of Fellows, many of whom have gone on to prestigious positions in national and international development organizations around the world. One recent Fellow, Evelyn Sakeah, a Ph.D. student from Ghana at Boston University, is writing her dissertation on training community nurses as midwives to improve maternal health outcomes. Sakeah wrote a PRB web article with her supervisors at the Ghana Health Service on her research, and the article was brought to the attention of the president of Ghana during the presidential election. When the European Union granted 52 million euros to Ghana to address maternal mortality, the new president allocated funding within that grant to train more midwives, as Sakeah had recommended.

Reenergizing Nutrition in Bangladesh. PRB's RENEW (Reenergizing Nutrition—Expanding Worldwide) is raising the visibility of malnutrition in mothers and children across Bangladesh. PRB, working with the local nongovernmental organization Eminence, successfully launched the ENGAGE Presentation "Bangladesh on the Move" at two large national events in Dhaka, and reached out to leaders and policymakers working in health and social development. Results in Bangladesh include bridging the divide between the agriculture and health sectors, fostering joint discussions among these sectors' leaders on how to coordinate actions to reduce malnutrition, and mobilizing additional funds for policy advocacy efforts to disseminate the presentation at the district level.

Expanding PRB's Youth Portfolio. PRB played an active role around youth participation and youth issues at the International Conference on Family Planning in Ethiopia. PRB was extensively involved with the International Youth Subcommittee, including planning the youth preconference event and building young people's policy communication skills via two webinar training sessions. Print and electronic materials on the status of youth, worldwide and regionally, are also raising our profile on youth issues. *The World's Youth 2013 Data Sheet* provides a comprehensive portrait of the well-being of youth ages 10 to 24 across the globe. And a PRB data sheet, *Noncommunicable Diseases in Latin America and the Caribbean: Youth Are Key to Prevention*, highlights the prevalence of noncommunicable diseases among youth in the region.

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 a report on the impact of the 2007-2009 recession on household wealth and financial security in Appalachia. Using data from the 2007-2011 American Community Survey, PRB also produced a chartbook describing the region's trends in demographics, housing, education, and economic well-being.

Researching the U.S. Science and Engineering Workforce. With funding from the National Institute of General Medical Sciences, PRB is researching the dynamics for underrepresented minorities of entry into and retention in the Science, Technology, Engineering, and Mathematics (STEM) workforce. This work has been presented at the annual meeting of the Association for Public Policy and Management, attracting interest in similar modeling for the behavioral science workforce.

CONTRIBUTORS

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

SOURCES OF SUPPORT

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 Girl Scouts of the USA
 William and Flora Hewlett Foundation
 Lumina Foundation
 National Institute on Aging
 David and Lucile Packard Foundation
 Lucile Packard Foundation for Children's Health
Eunice Kennedy Shriver National Institute of Child Health and Human Development
 National Institute of General Medical Sciences
 Population Association of America
 Alfred P. Sloan Foundation
 United Nations Population Fund
 United States Agency for International Development
 United States Census Bureau
 United Way

Contributors, Sources of Support, and Partners during fiscal year ending September 30, 2013.

PARTNERS

Agence Francaise de Développement, France	George Washington University Global Women's Institute	Ministry of Economic Planning and Development, Development Division, Population Department, Malawi
African Institute for Development Policy	Harvard School of Public Health	Ministry of Youth and Sports, Malawi
African Population and Health Research Center	Hopkins Population Center, Johns Hopkins University	National Nurses Association of Kenya
Aspen Institute	ICF International	National Statistics Office, Malawi
Association Béninoise pour la Promotion de la Famille	Institute of International Education	National Youth Council of Malawi
Association des Journalistes et Communicateurs en Science au Bénin	Institute de recherché pour le développement, France	The Netherlands Organization for Scientific Research (NWO/WOTRO)
Association of Population Centers	Institute for Reproductive Health, Georgetown University	Nigeria Nutrition Division, Department of Family Health, Federal Ministry of Health
Assiut University, Department of Public Health and Community Medicine, Egypt	Instituto Nacional de Estatística de Moçambique	Ouagadougou Partnership O'Hare Data and Demographic Services, LLC
Blue Ventures	Institut national de la statistique et de analyse économique du Bénin	Pan American Health Organization
CARE	Instituto Promundo	Pan Arab Project for Family Health of the League of Arab States
Center for Global Development	International Center for Journalists	Partners for Population and Development—Africa Regional Office
Center for Strategic and International Studies	International Center for Research on Women	Pathfinder International
Child Trends, Inc.	International Consortium for Emergency Contraception	PHE Ethiopia Consortium
Coastal Resources Center, University of Rhode Island	Ipas	Plan International—USA
Conservation International	JHPIEGO	Population Action International
Conservation Through Public Health	Johns Hopkins University Center for Communication Programs	Population Association of America
CJ Population Center, University of Colorado Boulder	John Snow, Inc.	Population Council
Department of Gynecology and Obstetrics at Johns Hopkins Bayview	Kenya AIDS NGO Consortium	Population Studies and Research Institute, University of Nairobi
Developing Radio Partners	Kenya Center for the Study of Adolescence	Red por los Derechos de la Infancia en México (REDIM)
Direction de la Santé de la Mère et l'Enfant (DSME), Ministère de la Santé, Bénin	Kenya Division of Reproductive Health, Ministry for Public Health and Sanitation	Reproductive Health Supplies Coalition
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	Kenya Inter-Religious Council	Reproductive Health Uganda
Economic and Social Research Council of the United Kingdom	Kenya National Council for Population and Development, Ministry of Devolution and Planning	Research Council of Norway
Egyptian Family Health Society	Kenya Nutrition Division, Ministry of Health	Sabre Systems, Inc.
EMINENCE, Bangladesh	LEAD Southern and Eastern Africa	Save the Children
EngenderHealth	Malawi Institute of Journalism	Sierra Club, Population and Environment Program
ExpandNet	Management Sciences for Health	The Elders
Fafo	Marie Stopes	Tostan
Family Health Options of Kenya	Men Can Stop Rape	Uganda Radio Network
Family Planning Association of Malawi	Michigan Center on the Demography of Aging, University of Michigan	United Nations Children's Fund
FHI 360	Migration Policy Institute	University of Malawi—The Polytechnic
Futures Group	Ministère du Développement, de l'Analyse Economique et de la Prospective, Direction des Politiques et Programmes en Population, Bénin	Wallace Global Fund
Gapminder Foundation		Women Deliver
Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins University		Woodrow Wilson International Center for Scholars
		World Bank

SUPPORT PRB

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.

THERE ARE SEVERAL GIVING OPTIONS FOR PRB DONORS

ONLINE GIFTS: Visit our website, www.prb.org, and click on *Donate Now*.

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.

DONATE MONTHLY: To set up a monthly donation plan, please contact our Executive Office at 202-939-5421. 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 (CFC Code 11846), and other giving opportunities, please contact our Executive Office.

STATEMENTS OF

FINANCIAL POSITION

For the fiscal year ended September 30, 2013

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$3,680,103
Accounts receivable	313,397
Prepaid expenses and other current assets	86,811

Total current assets **4,080,311**

PROPERTY AND EQUIPMENT, AT COST

Furniture, equipment, and leasehold improvements	1,090,172
Less—accumulated depreciation and amortization	<831,869>

Net property and equipment **258,303**

Long-term investments **7,428,798**

Total assets **\$11,767,403**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and other accrued expenses	\$334,991
Accrued compensation	163,369
Deferred dues and subscriptions	39,015
Deferred rent	134,539
Deposits/subleases	4,461
Advances received for grants and contracts	2,812,592

Total current liabilities **3,488,967**

Total liabilities **3,488,967**

NET ASSETS

Unrestricted	250,000
Unrestricted—Board/designated	7,971,556
Permanently restricted	56,880

Total net assets **8,278,436**

Total liabilities and net assets **\$11,767,403**

ACTIVITIES

For the fiscal year ended September 30, 2013

UNRESTRICTED PERMANENTLY
RESTRICTED TOTAL

REVENUES, GAINS, AND OTHER SUPPORT

GRANTS AND COOPERATIVE AGREEMENTS

U.S. Government	\$4,967,195	\$—	\$4,967,195
Foundations	4,431,874	—	4,431,874
Contributions	72,790	5,000	77,790
Dues	62,637	—	62,637
Sale of publications	18,995	—	18,995
Interest and dividends	203,398	—	203,398
Total revenues	9,756,889	—	9,761,889

EXPENSES

PROGRAM SERVICES

International programs	6,479,736	—	6,479,736
Communications	1,031,472	—	1,031,472
Domestic programs	1,621,934	—	1,621,934
Total program services	9,133,142	—	9,133,142

SUPPORTING SERVICES

Management and general	369,017	—	369,017
Fundraising	64,202	—	64,202
Total expenses	9,566,361	—	9,566,361

Increase in net assets before realized and unrealized gains **190,528** **5,000** **195,528**

Realized and unrealized gains on investments **854,716** **—** **854,716**

Change in net assets **1,045,244** **5,000** **1,050,244**

Net assets, beginning of year **7,176,312** **51,880** **7,228,192**

Net assets, end of year **\$8,221,556** **\$56,880** **\$8,278,436**

Full audited financial statements are available upon request.

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Engaging African Policymakers on the Demographic Dividend

Disseminating Recent Findings From Demographic Research

Redesigning the PRB Websites

Integrating Population, Health, and the Environment

Leading Outreach and Evaluation for the ACS

Continuing the Appeal of the World Population Data Sheet

Helping the Media Write Stories That Improve Reproductive Health

Supporting Population Advocacy Efforts in Kenya

Researching College Completion Rates

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Celebrating 25 Years of Policy Fellows

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