

POPULATION REFERENCE BUREAU

Annual Report 2014

www.prb.org



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 PRB works to ensure that policymakers around the world rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.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

In June of 2014, I was honored to be selected as president and CEO of PRB. What a thrill to take over the reins of an organization whose data I used in graduate school and with which I collaborated institutionally often over the past 25 years. Further, the stewardship of interim CEO Jim Scott and the senior management team since the departure of CEO Wendy Baldwin in late 2013 created conditions for a smooth transition at a well-functioning and respected organization.

Since I've been here, I've been impressed with the thoughtfulness shown among our staff and Board of Trustees as they have participated in our stakeholder analysis and new strategic planning process. We have worked hard during the past six months to develop a road map for the next three years. The strategic plan, which will be launched in spring 2015, will better articulate the work PRB does to empower and advance quality data use among policymakers and citizens alike.

Our new strategy will also help increase and document the transformative changes we hope to make in all of our programs. During 2014, for example, PRB's ENGAGE Multimedia presentations in Malawi helped improve community-based access to family planning in places where it has never been available. As a result, all 28 districts where the project works have developed or amended their policies to promote reproductive health access.

Here in the United States, PRB's U.S. Programs team continues to bring data to life for increased impact. The team developed three "What-If" scenarios that allow users to explore the impact of race and ethnicity on child poverty and obesity, and on college degree attainment. More are planned for the upcoming year.

PRB's Communications team embraces all things digital, and has expanded our data and analysis to more people than ever before. In 2014, they highlighted our expert analysis and policy work through an engaging array of digital products on the PRB website. I'm particularly proud of the new data visualizations and interactivity of our *2014 World Population Data Sheet*. I encourage you to share these with your friends and colleagues on social media.

In the following pages, you'll read more compelling examples of our impact in helping people and policymakers access the information they need to make changes that improve people's lives. None of these would be possible without the talented and dedicated experts within PRB and among our partners and alumni around the world, or without the financial support of public and private donors.

I look forward to a dynamic 2015, where we'll leverage the power of our networks to extend PRB's impact through new and renewed partnerships and initiatives linked to our forthcoming strategic plan.

Sincerely,



Jeff Jordan



PROGRAM HIGHLIGHTS



World Population Data Sheet

The *World Population Data Sheet* is PRB's signature product, known and respected for up-to-date population, health, and environment data. This year's data sheet, and several related products published online in August, had a special focus on three Millennium Development Goals. An interactive infographic, a U.S. What-If scenario on the effects of race and ethnicity on indicators of child health, and an interactive country map broadened the data and analysis and their accessibility via social media. Additional content will be posted throughout the year, capitalizing on the data sheet's many stories. The data sheet and its companion products log millions of views on PRB's website; and the publication was translated into French, Spanish, and German.

Outreach Throughout MALAWI

Our technical assistance to Malawi included working with Development Radio Partners to conduct workshops for staff from four radio stations to help their listeners understand the consequences of rapid population growth. And students from schools near two of the stations produced radio programs on issues important to their peers.

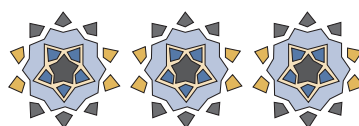
Also, a new ENGAGE Multimedia presentation has been shown across 22 of Malawi's 28 districts, bringing evidence to policymakers on family planning, reproductive health, and economic development. The presentation and discussions are resulting in amendments of local bylaws in support of reproductive health.

AN **ENGAGE** PRESENTATION

AIDS in the MIDDLE EAST

PRB's Middle East and North Africa program published *HIV and AIDS in the Middle East and North Africa*, a report documenting that this region is one of only two world regions where HIV is still on the rise. The report suggests ways in which the spread of HIV in the region can be stopped.

PRB publications on the Middle East are on our website, covering topics such as family planning and Islam, child marriage, girls' education, and economic development. Many are also in Arabic.



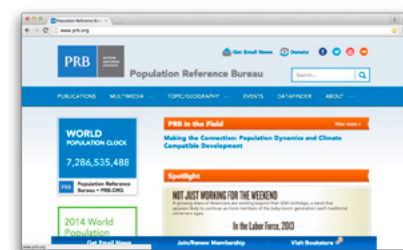
Policy Change Through Media

Journalists from selected developing countries, trained by PRB under USAID's IDEA project, continue to demonstrate the impact that accurate, sensitive reporting can have on reproductive health and rights. In India, Aarti Dhar, 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.



Digital Dissemination

Traffic to the PRB websites from mobile devices skyrocketed this year, logging a 164% increase from mobile devices and a 78% increase from tablets.



We are continuing to reap the benefits from a redesign of the PRB website in 2013. The redesign ensured a complete interface on tablets with videos, large images, and animations; and smartphones use a simplified yet fast website. PRB is committed to continuing to make it as easy as possible for audiences around the world to access our data and analysis, especially people living in countries with limited connectivity for desktops.

PROGRAM HIGHLIGHTS

KENYA County Decisionmakers

Kenya's National Council for Population and Development, in collaboration with PRB, conducted widespread outreach on population and development in several counties, especially on revisions to the country's Adolescent Reproductive Health and Development policy.

Two ENGAGE Multimedia presentations helped publicize the importance of bringing evidence to the policy process. NCPD's efforts to reposition family planning as a development priority throughout Kenya are critical as the recently passed new Kenya Constitution devolves decisionmaking and budgeting to county governors and assemblies.

AN **ENGAGE** PRESENTATION

Scholars Focused on Economic Development

For almost 10 years, we have worked with the William and Flora Hewlett Foundation to develop evidence on the economic impact of population dynamics and reproductive health, particularly in Africa and Asia.

PopPov (The Population and Poverty Research Initiative) has supported more than 100 research projects, drawing upon the talents of researchers from Africa, Asia, Europe, and the United States.



Child and Family Well-Being

We provided data and technical support for the Annie E. Casey Foundation's KIDS COUNT project, which has been tracking the well-being of America's children for 25 years.

We also compiled data for more than 200 indicators for California counties, cities, and school districts for the Lucile Packard Foundation for Children's Health project to promote the health and well-being of California's children. And we created state-level factsheets for the Girl Scout Research Institute that highlighted the well-being of girls in the United States.

With funding from the Child and Adolescent Health Measurement Initiative, we produced estimates of child well-being for U.S. counties and cities by combining population estimates from the American Community Survey with national and state-level data from the National Survey of Children's Health. These local area estimates of child health are needed for program implementation and evaluation.

Reporting on U.S. Population

PRB publications and presentations help journalists, policymakers, and educators understand U.S. demographic trends and their implications. PRB's research was reported in interviews with the Associated Press, New York Times, USA Today, Wall Street Journal, Bloomberg News, Swiss Broadcasting Corp., Gannett Digital, and dozens of other media outlets. Staff wrote PRB website articles on a range of topics including poverty and inequality, commuting patterns, and the decline in the U.S. birth rate.

What-If Scenarios

Time series data by race and ethnicity on the U.S. child poverty and obesity rates and the share of young adults with a college degree were combined with population projections into three online "What-If" scenarios as part of the *2014 World Population Data Sheet*. Web users can explore the impact of racial and ethnic differences in rates as well as immigration levels over time.



Demographic Dividend

The demographic dividend is the accelerated economic growth that can happen as a country's population age structure changes, together with investments in health, education, economic policy, and governance.

We are working on multi-sectoral approaches to the demographic dividend in sub-Saharan Africa, focusing on the Democratic Republic of Congo, Ethiopia, and Senegal. Among many activities, we facilitated a workshop, with the University of Kinshasa in DRC, on developing advocacy materials to promote incorporation of demographic dividend concepts into national planning.



PROGRAM HIGHLIGHTS

ACS Community of Practice

We created an American Community Survey (ACS) Data Users Group, with funding from the U.S. Census



Bureau. This community of practice helps 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 annual conference. We held the inaugural conference in May 2014, in Washington, D.C.

Population Dynamics and Climate Change

With support from the William and Flora Hewlett Foundation, PRB and the Worldwatch Institute convened experts from the climate change, family planning, and development assistance communities to examine population and climate-compatible development. A rich year-long dialogue resulted in a consensus statement on family planning and climate change; guiding principles to ensure a woman-centered, rights-based framing; and recommended actions to achieve universal access to family planning as part of climate-compatible development.

Leaders in FRANCOPHONE AFRICA

Most countries in Francophone Africa have a large youth population and high dependency ratios. To inform leaders about the effects of fertility, mortality, and migration rates on social and economic development, PRB is translating and disseminating population research throughout the region. In Benin, Senegal, and other Francophone African countries, these translations are used in trainings, as resource materials in applications for funding, and as references in the preparation of national population strategies.

Social Media

PRB's Facebook and Twitter followers continue to grow. Regular engagement with our followers—replying to them, retweeting them—encourages active participation and more followers. We held a Tweet chat following the release of the *2014 World Population Data Sheet*, and many of our graphics were shared via social media.



APPALACHIA: Tracking Trends

With funding from the Appalachian Regional Commission, PRB produced a chartbook describing the region's trends in demographics, housing, education, and economic well-being.

FGM in the U.S.

With funding from the Wallace Global Fund, we are producing estimates of women and girls of African and Middle Eastern descent who may be at risk of female genital mutilation in the United States, and writing a policy brief to disseminate the results to a broad audience.

Nutrition in NIGERIA

RENEW (Reenergizing Nutrition—Expanding Worldwide) is raising the visibility of malnutrition in mothers and children in Nigeria. Over the last year, we collaborated with a Nigerian task force on a new multimedia presentation. The Minister of the National Planning Commission viewed the presentation, which underscored that more than 11 million Nigerian children under age 5 are stunted.

Following the presentation, local nutrition experts spoke frankly about the actions needed from the minister to combat malnutrition. Moved by the presentation and deeply committed to improving the lives of vulnerable groups, he vowed to promptly push the stalled policy through the appropriate channels.

Disseminating 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, PRB's Center for Public Information on Population Research collaborated with researchers from the University of Colorado on a PRB *Population Bulletin* and webinar on migration and the environment.

With funding from the National Institute on Aging, we collaborated with the University of Michigan to write several *Today's Research on Aging* newsletters and other material on elderly immigrants in the United States, life expectancy gains in Latin America, and retirement challenges in the United States.



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Appalachian Regional Commission
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Annie E. Casey Foundation
Ford Foundation
Foundation Center
Bill & Melinda Gates Foundation
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
Oregon Health and Science
University
United Nations Population Fund
United States Agency for
International Development
United States Census Bureau
United Way
Wallace Global Fund

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

Contributors, Sources of Support, and Partners during fiscal year ending September 30, 2014.

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Ahfad University for Women, Sudan	ICF International	National Youth Council of Malawi
Alexandria High Institute for Public Health, Egypt	Institute of International Education, New York and Addis Ababa	The Netherlands Organization for Scientific Research (NWO/WOTRO)
Aspen Institute	Institute for Reproductive Health, Georgetown University	Nigeria Nutrition Division, Department of Family Health, Federal Ministry of Health
Association Béninoise pour la Promotion de la Famille	Institut national de la statistique et de analyse économique du Bénin	Ouagadougou Partnership
Association des Journalistes et Communicateurs en Science au Bénin	Instituto Promundo	Pan American Health Organization
Association of Population Centers	International Center for Journalists	Pan Arab Project for Family Health of the League of Arab States
Blue Ventures	International Center for Research on Women	Pathfinder International
CARE	Kenya Center for the Study of Adolescence	PHE Ethiopia Consortium
Conservation Through Public Health	Kenya Centers for Disease Control and Prevention	Population Action International
CU Population Center, University of Colorado Boulder	Kenya Division of Reproductive Health, Ministry of Health	Population and Sustainability Network
Developing Radio Partners	Kenya Inter-Religious Council	Population Association of America
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Egyptian Family Health Society	LEAD Southern and Eastern Africa	Reproductive Health Uganda
EMINENCE, Bangladesh	Malawi Institute of Journalism	Research Council of Norway
ExpandNet	Michigan Center on the Demography of Aging, University of Michigan	Sabre Systems, Inc.
Family Planning Association of Malawi	Ministère du Développement, de l'Analyse Economique et de la Prospective, Direction des Politiques et Programmes en Population, Bénin	Save the Children, Nigeria
FHI 360		Scaling Up Nutrition (SUN)—Kenya Civil Society Alliance (CSA)
Futures Group		Sierra Club, Population and Environment Program
Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins University		Uganda Radio Network
George Washington University		University of Malawi—The Polytechnic
Global Women's Institute		Women Deliver
Grassroots Alliance for Community Education—G.R.A.C.E. Africa, Kenya		Woodrow Wilson International Center for Scholars
		Worldwatch Institute

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, 2014

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$3,647,498
Accounts receivable	500,033
Prepaid expenses and other current assets	86,884

Total current assets **4,234,415**

PROPERTY AND EQUIPMENT, AT COST

Furniture, equipment, and leasehold improvements	1,497,401
Less—accumulated depreciation and amortization	(913,393)

Net property and equipment **584,008**

Long-term investments **8,552,866**

Total assets **\$13,371,289**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and other accrued expenses	\$351,307
Accrued compensation	202,131
Deferred dues and subscriptions	35,431
Deferred rent	50,547
Deposits/subleases	—
Advances received for grants and contracts	2,700,647

Total current liabilities **3,340,063**

Long-term deferred rent **599,407**

Total liabilities **3,939,470**

NET ASSETS

Unrestricted	250,000
Unrestricted—Board/designated	9,124,939
Permanently restricted	56,880

Total net assets **9,431,819**

Total liabilities and net assets **\$13,371,289**

ACTIVITIES

For the fiscal year ended September 30, 2014

UNRESTRICTED PERMANENTLY
RESTRICTED TOTAL

REVENUES, GAINS, AND OTHER SUPPORT

GRANTS AND COOPERATIVE AGREEMENTS

U.S. Government	\$5,244,706	\$ —	\$5,244,706
Foundations	4,075,827	—	4,075,827
Contributions	46,662	—	46,662
Dues	57,418	—	57,418
Sale of publications	18,941	—	18,941
Interest and dividends	251,827	—	251,827
Total revenues	9,695,381	—	9,695,381

EXPENSES

PROGRAM SERVICES

International programs	6,952,207	—	6,952,207
Communications	809,134	—	809,134
Domestic programs	1,324,284	—	1,324,284
Total program services	9,085,625	—	9,085,625

SUPPORTING SERVICES

Management and general	356,142	—	356,142
Fundraising	70,889	—	70,889
Total expenses	9,512,656	—	9,512,656

Increase in net assets before realized and unrealized gains **182,725** **—** **182,725**

Realized and unrealized gains on investments **970,658** **—** **970,658**

Change in net assets **1,153,383** **—** **1,153,383**

Net assets, beginning of year **8,221,556** **56,880** **8,278,436**

Net assets, end of year **\$9,374,939** **\$56,880** **\$9,431,819**

Full audited financial statements are available upon request.

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HIGHLIGHTS OF THE 2014 ANNUAL REPORT

ACS Community of Practice

AIDS in the Middle East

Appalachia: Tracking Trends

Child and Family Well-Being

Demographic Dividend

Digital Dissemination

Disseminating Research

FGM in the U.S.

Kenya County Decisionmakers

Leaders in Francophone Africa

Nutrition in Nigeria

Outreach Throughout Malawi

Policy Change Through Media

Population Dynamics and
Climate Change

Reporting on U.S. Population

Scholars Focused on
Economic Development

Social Media

What-If Scenarios

World Population Data Sheet

www.prb.org

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