

# 2020



PRB

ANNUAL REPORT



Informing a Smarter World



**JEFFREY JORDAN**  
PRESIDENT AND CEO

When I think about 2020, words like *unprecedented* and *challenging* come to mind—immediately followed by *resilience*, *agility*, *impact*, and *growth*. While the COVID-19 pandemic changed the way we work, it did not impact the quality of our work or our ability to deliver against our mission.

PRB enjoyed strong revenue growth thanks to our success at retaining our existing awards while also winning new grants. This success enabled us to make strategic investments in the organization to support our continued growth and impact over the long term. For instance, we added new staff positions in fields such as maternal and child health, and invested in initiatives to expand data visualization and increase partnerships with in-country institutions to ensure we're well-positioned for the exciting opportunities on the horizon.

At the same time, organizational progress is about more than expanding business and we've been looking inward and outward during the national reawakening surrounding race, justice, equity, and inclusion. Working with our Diversity, Equity, and Inclusion Task Force, we surveyed staff to gain a better understanding of their perceptions and concerns around diversity, equity, and inclusion and hired consultants to help us improve our policies and practices. We're also examining how we can address issues of equity and racism through our programmatic work in the United States, and how we work with our staff in sub-Saharan Africa and partner organizations overseas.

Reflecting on the past year, old sailing metaphors come to mind: The seas are rough, the winds strong, and there are likely further storms to weather. But I remain confident we'll reach our destination because our ship is seaworthy and our crew well-trained, ensuring that we navigate a steady course.

A handwritten signature in white ink, appearing to read 'J. Jordan', with a long, sweeping horizontal line extending to the right.



## HIGHLIGHTS

# Impact

### Information Products

We created more than 140 information products, which contributed to 2,021 instances of PRB-generated data, information, and materials used to support others' activities.

2,021

INSTANCES OF PRB  
MATERIALS USED

MARCH 13 WAS OUR LAST DAY IN OUR WASHINGTON, DC, AND NAIROBI OFFICES IN 2020 as we shifted to remote work to stay safe and healthy during the coronavirus pandemic. The shift came with challenges—internet connectivity, ergonomics, child care, all those Zoom meetings—and we met them head on.

*“The 2010 Census missed more than 10% of children under age 5. PRB’s undercount risk measure for children and weekly neighborhood-level self-response rates helped us tailor our Count All Kids outreach materials to communities with the highest risk of undercounting young children in the 2020 Census.”*

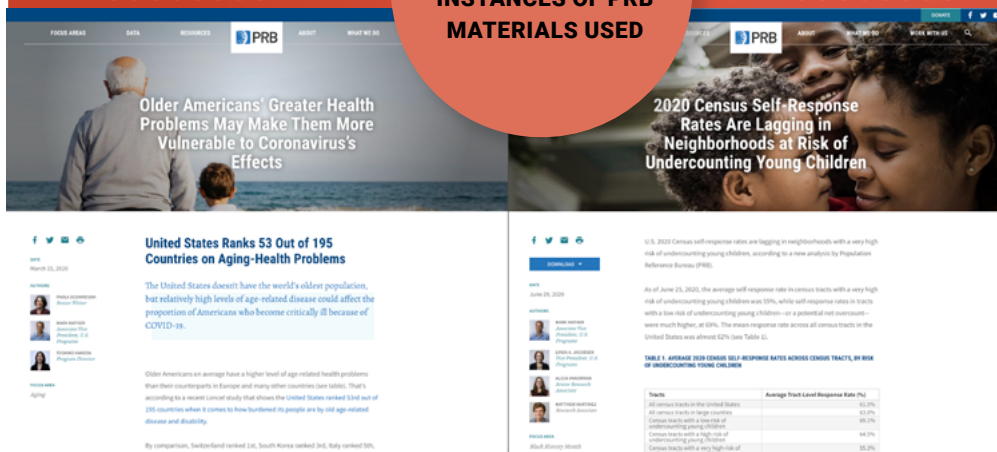
**Jasmine Jones**

Policy Analyst, Partnership for America’s Children



### Selections From Our 2020 Work:

- Undercount of young children in the U.S. Census.
- Lagging census self-response rates.
- Demographic change and vulnerability to pandemics.
- Pandemic impact on older adults, low-income and essential workers.
- Demographic and health factors in sub-Saharan Africa.



## HIGHLIGHTS

# Impact

WE REACHED, TRAINED, OR SUPPORTED 664 individuals and 52 institutions with our capacity-building activities, contributing to 66 changes in priorities, strategies, programs, policies, or shifts in resource allocations, and a reported 40 institutional improvements in data analysis, policy communication, training programs, or other areas.

140

INFORMATION  
PRODUCTS



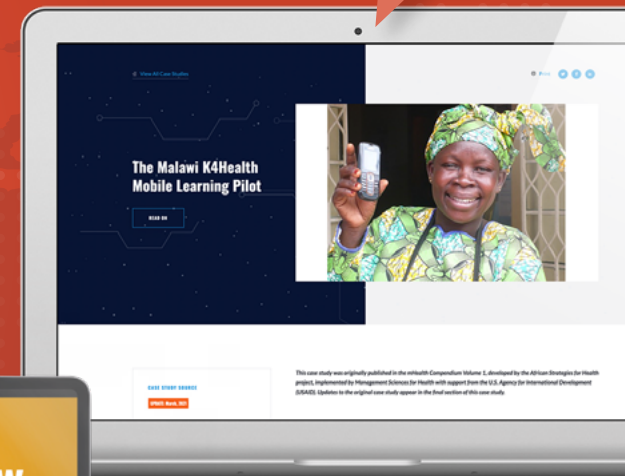
**James Muraguri**

Chief Executive Officer,  
Institute of Public Finance  
Kenya

*“PRB’s work in Kenya on budget advocacy illuminates a well thought out, innovative, and bold approach that integrates public budgets with the lives of those in the communities it serves. Working with PRB has exposed us at the Institute of Public Finance Kenya to a new level of advocacy engagement with government.”*

### Products

Our 2020 multimedia products range from ENGAGE presentations in French and Spanish to a website on how digital health technologies support family planning programs in sub-Saharan Africa.



^ PACE Digital Health Compendium

< We Decide ENGAGE

40

INSTITUTIONAL  
IMPROVEMENTS

### Capacity Building

Following a partnership with PACE in multimedia policy advocacy, Bridge Connect Africa Initiative used their improved capacity to provide technical assistance to Zenith of the Girl Child Initiative in Borno State, Nigeria, to host a webinar on gender-based violence and policy needs.





# HIGHLIGHTS

# Impact

STAFF WERE INVITED 115 TIMES TO SERVE AS EXPERTS in convenings organized by external groups and led 99 meetings and activities to address priority topics like data-driven decision-making, estimates of adolescent fertility in Nepal, family planning and climate change, the role of women in peace and security in Africa, and the U.S. 2020 Census and population aging.

80

NEWS STORIES  
WEST AFRICA &  
SOUTH ASIA



*“Through our role in MOMENTUM Knowledge Accelerator, PRB engaged in a multi-partner effort led by the World Health Organization and the United Nations International Children’s Emergency Fund to develop guidance for monitoring the effects of COVID-19 on essential health services.”*

### Barbara Seligman

PRB Vice President for International Programs; Project Director, MOMENTUM Knowledge Accelerator; Chief Strategy & Growth Officer

### Media Programs

Our Women’s Edition program reached 44 female journalists across South Asia and West Africa through web-hosted training sessions focused on links between the COVID-19 pandemic and reproductive health, resulting in 80 news stories in 2020.



### Francis Namuju

Director,  
Executive Director,  
Community Empowerment and Development Centre

*“The partnership we have with PRB’s PACE project directly ties into our mission to support youth advocacy. Young people, especially marginalized youth, need access to comprehensive, necessary, and accurate information and involvement in governance processes that affect their day-to-day life, including health budget advocacy.”*



## HIGHLIGHTS

# Resilience

WE ADJUSTED OUR PRACTICES from a traditional in-person approach to an integrated virtual one. We adapted and worked around limited internet connectivity and technical skills for communicating in the virtual environment, and the challenges of presenting to a distant audience.

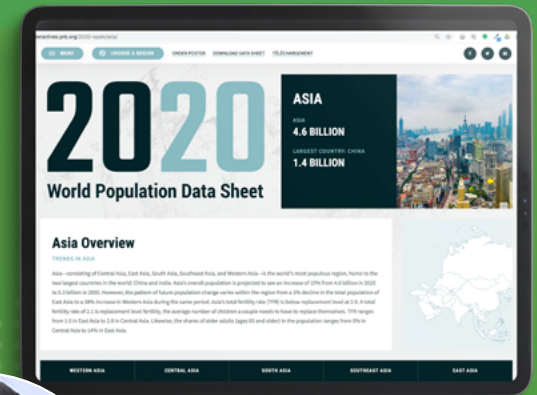


**Dennis Mwambi**

Senior Program Manager,  
PRB Kenya

*“We reworked how we deliver and monitor activities from the traditional physical format to an integrated virtual one. We used digital tools for rapid assessments of the impact of COVID-19 on reproductive health and family planning service delivery, targeting key decisionmakers at the county level for how to improve services and suggest new ways of engagement.”*

For the first time, we focused on primarily digital distribution of the *2020 World Population Data Sheet*, running PRB’s largest social media promotion and marketing campaign to date. We also shared the Data Sheet’s findings with our Women’s Edition network, increasing reporting on population dynamics in USAID priority countries such as Ghana and India.



**Toshiko Kaneda**

Technical Director,  
Demographic Research, PRB



**Alana Barton**

Director,  
Media Programs, PRB

*“In a difficult and isolating year, virtual training allowed us to break down the barriers of geography and pandemic health guidelines to convene journalists, youth advocates, and experts determined to see their communities thrive beyond COVID-19. PRB’s mission to share fact-based and current health information became more critical than ever.”*

## SUPPORT

# Partners

OUR WORK IS MADE POSSIBLE through the generous support of the following organizations and individuals.

### Supporters

Annie E. Casey Foundation  
Appalachian Regional Commission  
Association of Monterey Bay Area Governments  
AstraZeneca Young Health Programme  
Bill & Melinda Gates Foundation  
David and Lucile Packard Foundation  
Education Sub-Saharan Africa  
Eunice Kennedy Shriver National Institute of Child Health and Human Development  
Georgetown University-Institute for Reproductive Health  
Hubert H. Humphrey Fellowship Program, Emory University, Rollins School of Public Health  
Institute for Reproductive Health, Georgetown University  
Lucile Packard Foundation for Children's Health  
Michigan Center on the Demography of Aging, University of Michigan  
NORC at the University of Chicago  
The Palladium Group  
Partnership for America's Children Population Council  
The Regents of the University of California, Berkeley Campus  
UnidosUS  
United Nations Population Fund  
United States Agency for International Development

United States Census Bureau  
William and Flora Hewlett Foundation  
World Health Organization Department of Sexual and Reproductive Health and Research

### Partners

*PRB had the opportunity to collaborate with 84 organizations in 2020.*

Advance Family Planning  
African Institute for Development Policy (AFIDEP)  
African Population and Health Research Center (APHRC)  
African Union Commission, Human Resources & Youth Division  
American Association for the Advancement of Science  
Ariadne Labs  
Association of African Universities  
Association Burkinabé pour le Bien-Etre Familial (ABBEF)  
Association des Femmes Juristes de Côte D'Ivoire  
Association Ivoirienne pour le Bien-Etre Familial (AIBEF)  
Association of Population Centers  
Berkley Center for Religion, Peace, and World Affairs, Georgetown University  
Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health

Bridge Connect Africa Initiative (BCAI)  
Cadre des Religieux pour la Santé et le Développement (CRSD)  
Canadian Partnership for Women and Children's Health  
Center for Excellence in Journalism (Karachi, Pakistan)  
The Center for Research on Environment, Health, and Population, Private Services, LLC, Nepal  
Civil Society—Scaling Up Nutrition in Nigeria  
Coalition for Health Promotion and Social Development  
Communications Consortium Media Center  
Community Empowerment and Development Centre (CEDC)  
Converge Development Consultants Ltd  
Developing Radio Partners  
Digital Data System for Development  
Deutsche Stiftung Weltbevölkerung (DSW)  
Direction de la Santé de la Mère et de l'Enfant (DSME) of the Ministry of Health and Social Action (MOHSA), Senegal  
Education Sub Saharan Africa  
Family Planning 2030  
FHI 360  
General Conference of Seventh-Day Adventists  
Global Women's Institute  
GOAL

Harvard University, Harvard Center for Population & Development Studies  
I Choose Life - Africa  
Instituto Promundo  
l'Institut de Formation et de Recherche Démographiques  
Institut de Population, Développement, et Santé de la Reproduction, Université Anta Diop Institut Supérieur des Sciences de la Population, Université de Ouagadougou  
International Center for Research on Women  
International Initiative for Impact Evaluation, Inc. (3ie)  
International Social Survey Programme  
International Youth Alliance for Family Planning (IYAFFP)  
JSI Research & Training Institute Inc. (JSI)  
Kenya Reproductive & Maternal Health Services Unit, Ministry of Health  
Kenya National Council for Population and Development, Ministry of Devolution & Planning  
Knowledge SUCCESS  
Lake Victoria Basin Commission (LVBC)  
Legacy for African Women and Children (LAWANCI)  
Linda Arts Organization  
Middle-Space Multi-links Concept Ltd  
Ministry of National Development Planning, Population, and Development



## SUPPORT

# Partners

PRB RECEIVES A FOUR-STAR RATING from Charity Navigator, the highest level of recognition of our financial health and commitment to accountability and transparency.

Department (Zambia)  
National Council for Tertiary Education (Ghana)  
The National Opinion Research Center at the University of Chicago  
National Population Council Ghana  
National Population Council Uganda  
The Nature Conservancy  
Novel Association for Youth Advocacy (NAYA)  
Observatoire National du Dividende Démographique, Mali (ONDD Mali)  
O'Hare Data and Demographic Services, LLC  
Olam Lang Women Initiative (OLLWI)  
ONG Femmes-Santé-Développement  
Ouagadougou Partnership Coordination Unit  
PAI  
Pan American Health Organization  
Pathfinder International  
Philippine Business for Social Progress, Inc.  
Planetary Health Alliance  
Population and Sustainability Network  
Population Association of America  
Population Council  
Population Economics Research  
The Regents of the University of California, Berkeley Campus  
Research Council of Norway  
SERAC-Bangladesh  
Si Jeunesse Savait  
Society of Gynaecology and Obstetrics of

Nigeria (SOGON)  
Stretchers Youth Organization  
Tulane University  
Women's Action Group Zimbabwe  
The Wilson Center  
Worldwatch Institute  
Youth Advocacy Network (YAN)  
Zambian Statistical Agency  
Zanzibar Nurses Association

### Contributors

*Through their contributions, these individuals allowed PRB to fund essential program expansion and organizational innovations during the year.*

George Ainslie  
Jodie T. Allen\*  
Amazon Smile Foundation  
Albert F. Anderson  
M. G. Anderson  
Nancy Andrews  
Christine Bachrach\*\*  
Wendy Baldwin  
Michelle Behr  
Floyd Robert Bielski  
Sue Black  
Nancy A. Bliss  
Mark H. Bockenbauer  
Carol Bradford\*\*  
Edward Camp  
Martha and Malcolm Campbell  
Dan Carrigan\*  
James R. Carter

Joel E. Cohen  
Frances Craig  
Geoff Dabelko  
George Daily  
Gouranga Dasvarma  
Edward Davis  
Mark Davis  
Hazel Denton  
Carol DeVita  
Ecotrust\*  
Bert T. Edwards  
David and Sonja H. Ellis  
Eldon Enger  
Laurence L. Falk  
David Finn  
John J. Flynn  
Jeremy Frey-Wedeen  
Amanda Glassman\*  
Nihal Goonewardene\*\*  
Linda W. Gordon\*  
Edward Guay  
Kenneth Haddock  
Philip Harvey  
Daniel Hebding  
William W. Holland  
Edwin W. and Janet G. House  
Henry Imus  
Eleanor Iselin  
Robert Jacques\*\*  
Johns Hopkins University\*\*  
J. Timothy Johnson  
Brad Jokisch  
Elise F. Jones\*  
Jeffrey Neil Jordan\*

Felix Juelg  
Eric J. Juterbock  
Joan R. Kahn  
Robert B. Kelman  
Lawrence Kintisch  
Mary M. Kritz  
William Kurtz  
Willie B. Lamouse-Smith\*  
Brian Larson  
Gene Likens  
Terri Ann Lowenthal  
Andrew Lustig  
Jennifer Madans  
David Maddox  
Elizabeth Maguire\*  
John F. May  
Scott McDonald\*  
Mary C. McEniry  
D. J. Mellema  
Thomas W. Merrick\*\*\*  
Walter Mertens  
Ronald Mollick  
Eugene Mulligan\*  
Steve H. Murdock  
Charles B. Nam  
Margaret Neuse\*\*  
Brooke Palumbo  
Laurel A. Panzer  
Clyde Phillips\*  
Webster P. Phillips\*  
Christopher Pratt  
Carol Prorok  
Ladislav Rabusic  
Ricardo R. Rodriguez

Harry Rosenberg\*  
John and Libby Ross  
James Rubenstein  
Elizabeth K. Schoenecker\*  
Larry Seldtausch  
Allison Semancik  
Shenandoah Foundation\*\*\*  
Dick Solomon  
Bertram Strieb  
Te Hsiung Sun  
James W. Thompson  
Stephen J. Tordella  
J. W. Valentine  
Pietronella van den Oever  
Eric A. Wagner  
Bonnie and Dirk Walters  
John R. Weeks  
Carolyn Westhoff  
John Winslow  
Gooloo S. Wunderlich  
Clarence J. Wurdock  
Robert Wyman

Fiscal year ending September 30, 2020 \* Denotes contribution of \$500 or more. \*\* Denotes contribution of \$1,000 or more. \*\*\* Denotes contribution of \$5,000 or more





2020

# Financials

For the fiscal year ended September 30, 2020

## Financial Position

### ASSETS

#### Current Assets

Cash and cash equivalents	\$ 4,846,871
Grants and contracts receivable	2,354,037
Prepaid expenses and other current assets	102,628
<b>Total current assets</b>	<b>7,303,536</b>

#### Property and Equipment, at Cost

Furniture and equipment	1,165,511
Leasehold improvements	854,637
Less - accumulated depreciation and amortization	(1,584,411)

**Net property and equipment 435,737**

**Long-term investments 9,375,116**

**Total assets \$ 17,114,389**

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts payable and other accrued expenses	\$ 897,589
Accrued compensation	392,661
Deferred dues and subscriptions	12,792
PPP note payable, short term	724,507
Deferred rent, short term	156,592
Refundable advances	2,653,861

**Total current liabilities 4,838,002**

#### Long-Term Liabilities

PPP note payable	468,193
Deferred rent	409,363

**Total long-term liabilities 877,556**

**Total liabilities 5,715,558**

#### Net Assets

##### Without donor restrictions

Undesignated	250,000
Designated by Board	9,891,951
<b>Total without donor restrictions</b>	<b>10,141,951</b>

**With donor restrictions 1,256,880**

**Total net assets 11,398,831**

**Total liabilities and net assets \$ 17,114,389**

## Activities

### REVENUES

#### Grants, Contracts, and Cooperative

##### Agreements

	Without Donor Restrictions	With Donor Restrictions	Total
Federal Government	\$ 8,431,366	\$ -	\$ 8,431,366
Foundations	3,417,932	1,800,000	5,217,932
Investment return, net	209,725	-	209,725
Contributions	47,720	-	47,720
Dues and subscriptions	34,700	-	34,700
Sale of publications	27,536	-	27,536
Net assets released from restrictions	600,000	(600,000)	-
<b>Total revenues</b>	<b>\$ 12,768,979</b>	<b>1,200,000</b>	<b>\$ 13,968,979</b>

### EXPENSES

#### Program Services

International programs	\$ 9,819,894	-	\$ 9,819,894
U.S. programs	1,612,648	-	1,612,648
Communication programs	1,607,514	-	1,607,514
<b>Total program services</b>	<b>12,500,056</b>	<b>-</b>	<b>12,500,056</b>

#### Support Services

Management and general	605,553	-	605,553
Fundraising	38,232	-	38,232
<b>Total support services</b>	<b>643,785</b>	<b>-</b>	<b>643,785</b>
<b>Total expenses</b>	<b>13,143,841</b>	<b>-</b>	<b>13,143,841</b>

(Decrease) Increase in net assets before net realized and unrealized gain on investments (374,862) 1,200,000 825,138

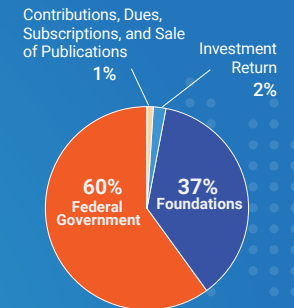
Net realized and unrealized gain on investments 647,588 - 647,588

**Change in net assets 272,726 1,200,000 1,472,726**

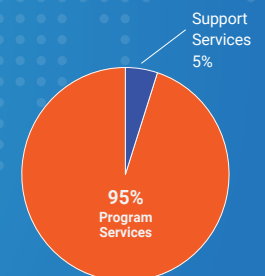
**Net assets, beginning of year 9,869,225 56,880 9,926,105**

**Net assets, end of year \$ 10,141,951 \$ 1,256,880 \$ 11,398,831**

## 2020 Revenue by Source



## 2020 Expense Ratio



Ninety-five cents of every dollar raised by PRB goes to fund our program activities.

Full audited financial statements are available upon request.





Informing a Smarter World

**2020** |  **PRB**

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