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.
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.

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.

**Selections From Our 2020 Work:**

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

“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
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.

**Impact**

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.”

**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.

**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.

**Capacity Building**

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**Products**

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

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.

Francis Namuju
Director, Executive Director, Community Empowerment and Development Centre


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

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Francis Namuju
Director, Executive Director, Community Empowerment and Development Centre

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.

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.
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.

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.

**Resilience**

**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.”

**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.”

**Toshiko Kaneda**
Technical Director, Demographic Research, PRB
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 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
- United Nations Population Fund
- United States Agency for International Development

**Partners**
- United States Census Bureau
- William and Flora Hewlett Foundation
- World Health Organization Department of Sexual and Reproductive Health and Research
- 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
- Anadie Labs
- Association of African Universities
- Association Burkinaf for le Bien-Etre Famillial (ABBEF)
- Association des Femmes Juristes de Côte D’voire
- Association Ivoirienne pour le Bien-Etre Famillial (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
- Institut Premundo
- 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 (IYAFP)
- JSI Research & Training Institute Inc. (JSI)
- Kenya Reproductive & Maternal Health Services Unit, Ministry of Health
- 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

**Fiscal year ending September 30, 2020**
SUPPORT

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

Partners

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. Bockenhauer
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 Goonewardena**
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
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Jeffrey Neil Jordan*
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Joan R. Kahn
Robert B. Kelman
Lawrence Kintisch
Mary M. Kritz
William Kurtz
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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. Melema
Thomas W. Merrick***
Walter Mertens
Ronald Mollick
Eugene Mulligan*
Steve H. Murdoch
Charles B. Nam
Margaret Neuse**
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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
### Financials

**For the fiscal year ended September 30, 2020**

#### Financial Position

<table>
<thead>
<tr>
<th>Classification</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Assets</td>
<td>$4,846,871</td>
<td>$2,354,037</td>
<td>$7,300,306</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$4,846,871</td>
<td>$2,354,037</td>
<td>$7,300,306</td>
</tr>
<tr>
<td>Grants and contracts receivable</td>
<td>$2,354,037</td>
<td>$2,354,037</td>
<td>$4,708,074</td>
</tr>
<tr>
<td>Prepaid expenses and other current assets</td>
<td>$102,628</td>
<td>$102,628</td>
<td>$205,256</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>$7,303,536</td>
<td>$4,708,074</td>
<td>$12,011,609</td>
</tr>
<tr>
<td>Property and Equipment, at Cost</td>
<td>$1,165,511</td>
<td>$1,165,511</td>
<td>$2,331,022</td>
</tr>
<tr>
<td>Furniture and equipment</td>
<td>$854,637</td>
<td>$854,637</td>
<td>$1,709,274</td>
</tr>
<tr>
<td>Less - accumulated depreciation and amortization</td>
<td>$(1,584,411)</td>
<td>$(1,584,411)</td>
<td>$(3,168,822)</td>
</tr>
<tr>
<td><strong>Net property and equipment</strong></td>
<td>$435,737</td>
<td>$435,737</td>
<td>$871,474</td>
</tr>
<tr>
<td>Long-term investments</td>
<td>$9,375,116</td>
<td>$9,375,116</td>
<td>$18,750,232</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$17,114,389</td>
<td>$17,114,389</td>
<td>$34,228,678</td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>$897,589</td>
<td>$897,589</td>
<td>$1,795,178</td>
</tr>
<tr>
<td>Accounts payable and other accrued expenses</td>
<td>$392,661</td>
<td>$392,661</td>
<td>$785,322</td>
</tr>
<tr>
<td>Accrued compensation</td>
<td>$12,972</td>
<td>$12,972</td>
<td>$25,944</td>
</tr>
<tr>
<td>PPP note payable, short term</td>
<td>$724,507</td>
<td>$724,507</td>
<td>$1,449,014</td>
</tr>
<tr>
<td>Deferred rent, short term</td>
<td>$156,592</td>
<td>$156,592</td>
<td>$313,184</td>
</tr>
<tr>
<td>Refundable advances</td>
<td>$2,653,861</td>
<td>$2,653,861</td>
<td>$5,307,722</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>$4,838,002</td>
<td>$4,838,002</td>
<td>$9,676,004</td>
</tr>
<tr>
<td>Long-Term Liabilities</td>
<td>$877,556</td>
<td>$877,556</td>
<td>$1,755,112</td>
</tr>
<tr>
<td>PPP note payable</td>
<td>$468,193</td>
<td>$468,193</td>
<td>$936,386</td>
</tr>
<tr>
<td>Deferred rent</td>
<td>$409,363</td>
<td>$409,363</td>
<td>$818,726</td>
</tr>
<tr>
<td><strong>Total long-term liabilities</strong></td>
<td>$1,346,549</td>
<td>$1,346,549</td>
<td>$2,693,068</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>$5,084,551</td>
<td>$5,084,551</td>
<td>$10,368,070</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions</td>
<td>$250,000</td>
<td>$250,000</td>
<td>$500,000</td>
</tr>
<tr>
<td>Undesignated</td>
<td>$250,000</td>
<td>$250,000</td>
<td>$500,000</td>
</tr>
<tr>
<td>Designated by Board</td>
<td>$9,891,951</td>
<td>$9,891,951</td>
<td>$19,783,902</td>
</tr>
<tr>
<td><strong>Total without donor restrictions</strong></td>
<td>$10,141,951</td>
<td>$10,141,951</td>
<td>$20,283,902</td>
</tr>
<tr>
<td>With donor restrictions</td>
<td>$1,256,880</td>
<td>$1,256,880</td>
<td>$2,513,760</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>$11,398,831</td>
<td>$11,398,831</td>
<td>$22,807,662</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$17,114,389</td>
<td>$17,114,389</td>
<td>$34,228,678</td>
</tr>
</tbody>
</table>

#### Activites

<table>
<thead>
<tr>
<th>Activities</th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants, Contracts, and Cooperative Agreements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal Government</td>
<td>$8,431,366</td>
<td>$(8,431,366)</td>
<td>$         0</td>
</tr>
<tr>
<td>Foundations</td>
<td>3,417,932</td>
<td>1,800,000</td>
<td>5,217,932</td>
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<tr>
<td>Investment return, net</td>
<td>209,725</td>
<td>-</td>
<td>209,725</td>
</tr>
<tr>
<td>Contributions</td>
<td>47,720</td>
<td>-</td>
<td>47,720</td>
</tr>
<tr>
<td>Dues and subscriptions</td>
<td>34,700</td>
<td>-</td>
<td>34,700</td>
</tr>
<tr>
<td>Sale of publications</td>
<td>27,536</td>
<td>-</td>
<td>27,536</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>600,000</td>
<td>$(600,000)</td>
<td></td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>$12,768,979</td>
<td>$1,200,000</td>
<td>$13,968,979</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International programs</td>
<td>$9,819,894</td>
<td>-</td>
<td>$9,819,894</td>
</tr>
<tr>
<td>U.S. programs</td>
<td>1,612,648</td>
<td>-</td>
<td>1,612,648</td>
</tr>
<tr>
<td>Communication programs</td>
<td>1,607,514</td>
<td>-</td>
<td>1,607,514</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td>$12,500,056</td>
<td>-</td>
<td>$12,500,056</td>
</tr>
<tr>
<td>Support Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>605,553</td>
<td>-</td>
<td>605,553</td>
</tr>
<tr>
<td>Fundraising</td>
<td>38,232</td>
<td>-</td>
<td>38,232</td>
</tr>
<tr>
<td><strong>Total support services</strong></td>
<td>$643,785</td>
<td>-</td>
<td>$643,785</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>$13,143,841</td>
<td>-</td>
<td>$13,143,841</td>
</tr>
<tr>
<td>(Decrease) Increase in net assets before net</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>realized and unrealized gain on investments</td>
<td>$(374,862)</td>
<td>$1,200,000</td>
<td>825,138</td>
</tr>
<tr>
<td>Net realized and unrealized gain on investments</td>
<td>$647,588</td>
<td>-</td>
<td>$647,588</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td>$272,726</td>
<td>$1,200,000</td>
<td>$1,472,726</td>
</tr>
<tr>
<td><strong>Net assets, beginning of year</strong></td>
<td>$9,869,225</td>
<td>$56,880</td>
<td>9,926,105</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td>$10,141,951</td>
<td>$1,256,880</td>
<td>$11,398,831</td>
</tr>
</tbody>
</table>

#### 2020 Revenue by Source

- **Contributions, Dues, Subscriptions, and Sale of Publications**: 1%
- **Investment Return**: 2%

#### 2020 Expense Ratio

- **Program Services**: 95%
- **Support Services**: 5%

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

Full audited financial statements are available upon request.