1790  
The first regularly conducted national census in the world is held in the United States

1798  
Thomas Malthus publishes An Essay on the Principle of Population

1800  
World population reaches 1 billion

1855/64  
Complete census enumerations for 24 countries

1927  
World Population Conference held in Geneva

1929  
Population Reference Bureau founded by Guy Irving Burch

1945  
PRB publishes the first Population Bulletin

1952  
PRB receives its first grant, from the Ford Foundation

1955  
PRB begins its Policy Fellows Program

1957  
Peak year of the U.S. “baby boom”

1960  
World population reaches 3 billion

1962  
PRB publishes its first World Population Data Sheet

1966  
PRB begins its International Program, opening a field office in Colombia

1969  
World population growth rate begins to decrease; population size continues to grow

1974  
World Fertility Survey launched in Fiji

1976  
PRB'S longest continuous

1974  
World population reaches 4 billion

1979  
Population Reference Bureau founded by Guy Irving Burch

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PRB’S MISSION

PRB is the leader in providing timely and objective information on U.S. and international population trends and their implications. PRB informs decisionmakers, educators, the media, and concerned citizens working in the public interest around the world through a broad range of activities including publications, information services, seminars and workshops, and technical support.

PRB is governed by a Board of Trustees representing diverse community and professional interests. Our efforts are supported by government contracts, foundation grants, individual and corporate contributions, and the sale of publications.
Since PRB was founded 75 years ago, the world has seen the greatest declines in mortality, the largest increases in population and, subsequently, the largest decline in fertility in human history. PRB has played an important role in helping policymakers, educators, students, and journalists around the world to understand and react to these demographic trends and their implications.

The trends over the next 75 years will be equally dramatic, though very different. The legacy of rapid population growth in developing countries will need to be understood in conjunction with the very low fertility in developed countries that is leading to rapid aging. PRB has three crucial roles to play.

First, opinion leaders and policymakers in many parts of the world misunderstand current population rates and trends. With rates falling in almost every country even while world population growth and associated problems for health and the environment continue, the confusion is understandable. PRB helps make the changes clear.

Second, these trends foreshadow policy challenges. Europe and Japan face declining populations, a phenomenon unprecedented in modern times. Many developing countries, China in particular, face the same prospect further down the road. What to do about consumer markets, old-age support, and national security in an era of fewer children and youth followed by fewer workers and fewer consumers cannot be found reliably in textbooks, the real-world experience of other countries, or the policy advice of researchers and sages. PRB facilitates dialogues on the policy options.

Third, diverse ethical and political values imply different definitions of the challenges and radically different policy priorities. The stances of governments and international agencies on family planning, reproductive health and rights, children and families, migration, poverty, and environmental interventions depend fundamentally on these values, which vary greatly within countries and around the globe. PRB disseminates evidence-based approaches to shed light, not heat, on crucial issues.

Principally for these three reasons, the room for argument about whither the United States and the world are trending and how to prepare and intervene is unhelpfully large. In the midst of these misunderstandings and complexities, PRB has a big job to do—bigger than ever before and bigger than what we do now. We will continue to work in the vital area of reproductive health and fertility, but this is just one of our four “Core Themes” that organize this Annual Report. Our efforts will also focus on children and families, population and the environment, and population futures—aging, inequality and poverty, migration and urbanization, and gender.

To implement these themes, we emphasize two “Core Approaches”: PRB will build coalitions to provide population information to mobilize civil society. These approaches place us at the center of the action in dealing with the 21st-century population challenges highlighted in our themes. Unlike other population groups, we do not manage laboratories, conduct field trials, distribute supplies, or run service delivery centers. Instead, PRB’s vital role is to translate what is discovered in the laboratories and in the field into useful information and persuasive presentations for those who decide whether there will even be any laboratories, field trials, supplies, or service delivery centers.

There is so much scientific data about population matters and there are so many opinion leaders and decisionmakers who do not understand the implications of those data for their decisions: We work that gap. And we are very good at it.

Together, we can look forward to many more anniversaries, all to the end of informing better decisions and better policy—improving the health and well-being of the world’s people. As always, I invite your thoughts and support.

Sincerely,

William P. Butz
President, PRB
**Enhancing Understanding of Reproductive Health in the Middle East and North Africa**

The goal of PRB’s Middle East and North Africa (MENA) program, funded since 2001 through the Ford Foundation office in Cairo, is to respond to that region’s need for timely and objective information and analysis on population and reproductive health issues. In 2004, three policy briefs were added to an already extensive publications series: *Islam and Family Planning*, *Making Motherhood Safer in Egypt*, and *Progress Toward the Millennium Development Goals in the Middle East and North Africa*.

**Eradicating Female Genital Cutting**

On Feb. 6, 2003, African First Ladies signed an *FGC Zero Tolerance Pledge* to build momentum for the total elimination of this harmful traditional practice. PRB’s International Programs staff arranged a series of events on the one-year anniversary of the pledge, including a symposium at the National Press Club in Washington, D.C. Media coverage included articles by the InterPress Service and the Middle East Newswire; an extensive article over the UN Wire service; a Voice of America (VOA) radio program for Francophone audiences; and an English-language television program produced by VOA TV. In addition, a congressional briefing in Washington, D.C., drew a standing-room-only crowd.

PRB also published the report *Information on Female Genital Cutting: What Is Out There? What Is Needed?*, culminating a year-long cooperative effort spearheaded by PRB with partners Family Health International, the Manoff Group, PATH, and the Population Council. This team reviewed existing FGC websites, databases, and other information resources; identified strengths and weaknesses of each; and surveyed individuals and groups working to end FGC to document their perceptions of information gaps.

**Assisting With Population and Health Planning in Kenya**

PRB staff have worked in Kenya for many years. In 2004, with funding from the United States Agency for International Development (USAID), PRB staff participated in several forums to enhance population and health planning. For example, in March, over 70 Kenyan policymakers participated in a national dissemination seminar held on International Women’s Day. The seminar, sponsored by USAID and organized by PRB and the Kenya National Council for Population and Development, presented findings about the use of family planning and maternal health services, based on an analysis of the Kenya Service Provision Assessment.
Partnering With KIDS COUNT

Since 1992, PRB staff have provided data analysis and other assistance for the annual KIDS COUNT Data Book, which serves as a report card on the well-being of children and families in every state and the nation as a whole. PRB also assisted in the creation of a wall chart, pocket guide, and “data wheel”—all of which highlighted state-level information about children from the national KIDS COUNT report. In 2004, we commissioned several studies that evaluated the knowledge and impact of the Casey Foundation’s KIDS COUNT initiative among key constituents, including county officials, state legislators, and business leaders.

PRB provides technical assistance to the Annie E. Casey Foundation’s KIDS COUNT network of child advocacy organizations to help them access and use census data. These grantees represent all 50 states, the District of Columbia, and Puerto Rico and the U.S. Virgin Islands.

PRB staff also produced custom indicators on children, families, and neighborhoods for the KIDS COUNT and PRB websites. We provided information about child well-being for each state from 1990 to 2004. We selected these indicators with input from an advisory group of children’s advocates and population experts.

Conducting U.S. Rural and Regional Analyses

In 2003, with funding from the Annie E. Casey Foundation, we created the Rural Families Data Center. Focusing on children in rural areas, this center issued publications that described the social, economic, and demographic characteristics of children living in rural America. From the thousands of constituents who received these materials, educators in particular have described these publications as very useful quick references on child well-being in rural areas. PRB also coordinated the collection and analysis of census data for a forthcoming KIDS COUNT City and Rural Data Book and companion shorter reports.

With continued funding from the Appalachian Regional Commission, PRB issued six reports on socioeconomic change in Appalachia and gave keynote presentations on this important work at three ARC strategic planning meetings.
**Bringing Demographic Information and Techniques to Natural Resource Planners**

In Madagascar, PRB’s Population, Health, and Environment (PHE) team collaborated with the Malagasy NGO consortium Voahary Salama to conduct workshops to build local capacity to incorporate demographic tools and analysis into natural resource planning. The workshops attracted 36 participants from 25 organizations, including non-governmental organizations such as Conservation International, World Wildlife Fund, the Malagasy Institute for the Conservation of Tropical Environments, and Action Socio-Sanitaire Organisation Secours. Several senior staff from government ministries also attended, including staff from the Ministry of Population, Social Affairs and Leisure; the Ministry of Health and Family Planning; and the Ministry of Environment.

**Conducting Policy Communications Training in Africa**

PRB also helped African environmental experts develop state-of-the-art communications strategies on PHE links, so that these researchers can build on their expertise in communicating research results to policymakers. PHE staff conducted the third East African policy communications workshop in collaboration with the Institute of Resource Assessment of the University of Dar es Salaam.

**Building Partners’ Capacity in the Philippines**

In the Philippines, the PHE team hosted the world’s First National Conference on Population, Health, and Environment, attracting more than 200 national and local decisionmakers, NGOs, private-sector representatives, academics, and journalists. The conference was coordinated by a local PHE coalition that PRB has been supporting for the last two years. The conference built local partners’ institutional capacity for PHE information analysis and laid the groundwork for expanded programmatic and policy intervention by the coalition and its member organizations.
Disseminating Information About Population Research

PRB continued its work to disseminate information about population research to non-technical audiences, with funding from a five-year grant from the National Institute of Child Health and Human Development. To more widely disseminate articles from the journal *Demography*, PRB issued news releases on such wide-ranging topics as gaps in home equity among different racial groups and the effects of Latino migration patterns on U.S. mortality rates.

PRB’s monthly policy seminars give audiences a chance to hear experts analyze important demographic topics. Seminars have highlighted the reengineered 2010 Census, the color line in American society, and HIV/AIDS in India.

PRB helped coordinate a September press briefing for journalists, funded by the National Institute on Aging, on “How Can We Prepare to Meet the Challenges of an Aging Society?” Held in New York, the wide-ranging sessions showcased the research of an NIA-supported group of leading social, behavioral, and economic scientists.

Chronicling the American People

PRB and the Russell Sage Foundation co-published “The American People: Census 2000,” 14 reports written by authors well-respected for their expertise with the data and their broad understanding of the implications of demographic trends. “The American People: Census 2000” will be regarded as a primary demographic record of America at the start of the 21st century, and will be used by students, professors, policymakers, and journalists who need straightforward and comprehensive analyses and interpretations of the vast amount of data gathered from the 2000 Census.

Promoting Gender Equity

PRB’s commitment to gender equity is reflected in all our work. A key component of that commitment is to provide support to the United States Agency for International Development’s Interagency Gender Working Group (IGWG). In 2004, PRB produced *The “So What” Report: A Look at Whether Integrating a Gender Focus Into Programs Makes a Difference to Outcomes*, an invaluable compendium of activities and studies that take a gender-based approach to reproductive health and HIV/AIDS policy and programming. More important, the evidence reviewed suggests that integrating gender into reproductive health programs does have a positive impact on achieving reproductive health outcomes.

Tackling Health Disparities in Developing Countries

Despite the dramatic improvements in global public health achieved in the 20th century, large disparities in health persist both within and between countries. In 2004, with funds from the Bill & Melinda Gates Foundation and USAID, PRB developed a set of three materials that emphasize the need to tackle these disparities and their social and economic causes. The centerpiece is the report *Improving the Health of the World’s Poorest People*. Related materials included a policy brief, *Improving the Health of the World’s Poorest People*, and a wall chart, *The Wealth Gap in Health*. 
BUILDING COALITIONS AND MOBILIZING CIVIL SOCIETY

Working in Partnership

PRB works with many organizations to disseminate information on population, health, and the environment. These partnerships involve a broad range of activities, including training workshops; content-sharing arrangements for print and electronic materials; and translation into many languages, including Arabic, Chinese, French, Hindi, and Spanish.

In the United States, PRB has been a partner with the Annie E. Casey Foundation since the beginning of the foundation’s KIDS COUNT efforts in 1990 to track the well-being of children.

Wherever in the world PRB is working, we are helping to build coalitions to ensure that good data are used in the policymaking process.

Serving 1.5 Million Web Visitors

PRB’s website (www.prb.org) has grown tremendously over the past year—not only in the number of reports and articles added to our site, but also in the number of visitors. Clearly, our English, French, and Spanish websites are meeting a tremendous global need for a broad range of population, health, and environment data and analysis.

During 2004, we added 85 articles and reports to our existing stock of 400 articles and reports in English. Our French website now has 88 documents; our Spanish website, 90. We served 1.5 million Web visitors from 169 countries. The number of visitors increased by 50 percent from 2003 to 2004.

In partnership with the United Nations Population Fund, PRB developed a country indicator database in 2003. Initially comprised of 237 indicators for 162 countries, the database was updated and expanded by more than 80 new indicators, many of which focus on inequalities in reproductive and maternal health. Trend data were also added, which will allow users to compare 1990 data with most recent values.

Also new to PRB’s website this past year are Country Pages. Created for quick access to essential information on population, health, and the environment for over 200 countries, each country page has demographic, health, and other development indicators; selected PRB reports or articles; and links to key sources of information and searchable databases.

We also added to our popular DataFinder searchable database more than 250 variables for U.S. metropolitan, micropolitan, and rural areas within each state. DataFinder continues to be one of the top-visited pages on the PRB website.

Sharing and Accessing Research Findings Through InfoShare

Population and Health InfoShare (www.phishare.org) is an electronic library of documents supplied by member organizations working in reproductive and child health, HIV/AIDS, and population. It provides a platform for sharing and accessing research findings relevant to less developed countries. Supported by a grant from the Bill & Melinda Gates Foundation, InfoShare enables research groups in developing countries to reach a global audience.

In the past year, InfoShare has experienced dramatic growth, with rising numbers of website visitors and e-mail subscribers. Presently, InfoShare has 114 partner
organizations and more than 1,000 documents in its collection. Since October 2003, the number of partners has more than doubled while the number of documents in the collection has almost tripled.

Improving Communications Skills

PRB’s Policy Fellows Program, active for many years and part of our education mandate, introduces developing-country graduate students to some of the basic principles of policy communications. The 2003-2004 Policy Fellows program concluded with a one-day workshop preceding the Population Association of America’s (PAA) annual meeting in Boston in April. During the workshop, the 12 Fellows gave presentations based on the policy papers they had prepared and received feedback from discussants and their fellow program participants. The 2004-2005 Fellows participated in a two-week seminar on policy communications at PRB; they will attend PAA in March 2005.

International Programs staff also conducted policy communications training in partnership with developing-country universities. For example, in July we collaborated with the Centro Centroamericano de Población (CCP) at the University of Costa Rica and in August with the Institute of Public Health at Makerere University in Uganda to conduct two-week workshops on communicating the results of population and health research to policymakers.

Distributing PRB Publications Worldwide

For decades, both the World Population Data Sheet and the Population Bulletins have appealed to the broadest range of PRB’s constituents—professors, students, journalists, and policymakers.

With continued funding from USAID, PRB’s 2004 World Population Data Sheet received an enormous amount of media coverage in August at a press briefing at the National Press Club in Washington, D.C. Journalists, NGO representatives, and media outlets such as Black Entertainment Television and C-SPAN attended the event. The Associated Press issued a story based on the data sheet, “Many Large Industrialized Nations to Lose Population by 2050,” and this story was picked up in hundreds of papers across the United States. CNN, CBS Radio, and NPR conducted interviews with Carl Haub, the data sheet’s author. International coverage was also strong, notably from Radio Canada, InterPress, Radio Free Europe, ITN Channel 4 (London), Voice of America, and Colombia Radio (Bogota).

More than 150,000 copies of International Programs publications were distributed to audiences worldwide.

In 2004, the Population Bulletins covered these topics: Transitions in World Population; China’s Population: New Trends and Challenges; Disability in America; and America’s Military Population. The Bulletins continue to be among PRB’s most-used Web resources.

Supporting Women Journalists

PRB continued to facilitate the Women’s Edition network, a media activity initiated in the 1980s. Twelve Women’s Edition journalists came to Washington for four days in May to attend a seminar on key reproductive health issues, including family planning, safe motherhood, and HIV/AIDS. The most recent Women’s Edition network includes senior women journalists from print and broadcast media in Bangladesh, India, Kenya, Jamaica, Mexico, Nigeria, the Philippines, Romania, Tanzania, Uganda, and Zimbabwe.

In September, PRB’s network of women journalists in eastern and southern Africa, ESAWomen, met in Dar es Salaam, Tanzania, to explore the links between reproductive health and women’s empowerment. Ten women journalists—two each from Kenya, Malawi, Tanzania, Uganda, and Zambia—attended the seminar. As a requirement for membership, each journalist agreed to produce at least two in-depth stories or programs based on the information she received in the seminar.
**Financial Position**

For the year ending September 30, 2004

<table>
<thead>
<tr>
<th>Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
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<tr>
<td>Accounts receivable</td>
<td>457,764</td>
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<tr>
<td>Prepaid expenses and other current assets</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td>963,371</td>
</tr>
<tr>
<td><strong>Property and equipment, at cost</strong></td>
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</tr>
<tr>
<td>Furniture, equipment, and leasehold improvements</td>
<td>511,206</td>
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<tr>
<td>Less - accumulated depreciation and amortization</td>
<td>362,772</td>
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<tr>
<td><strong>Net property and equipment</strong></td>
<td>148,434</td>
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<tr>
<td><strong>Long-term investments</strong></td>
<td>5,201,431</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>6,313,236</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and other accrued expenses</td>
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</tr>
<tr>
<td>Accrued compensation</td>
<td>123,967</td>
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<tr>
<td>Deferred dues and subscriptions</td>
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<tr>
<td>Deferred rent payable</td>
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<tr>
<td>Advances received for grants and contracts</td>
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<td><strong>Total current liabilities</strong></td>
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<tr>
<td><strong>Long-term deferred rent payable</strong></td>
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<td><strong>Net assets</strong></td>
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<tr>
<td>Unrestricted</td>
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<tr>
<td>Unrestricted - designated</td>
<td>4,148,631</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>41,880</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>4,440,511</td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$6,313,236</td>
</tr>
</tbody>
</table>

Full audited financial statements available upon request

**Activities**

For the year ending September 30, 2004

<table>
<thead>
<tr>
<th>Revenues, gains, and other support</th>
<th>Unrestricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants and cooperative agreements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S. Government</td>
<td>$2,396,940</td>
<td>$ —</td>
<td>$2,396,940</td>
</tr>
<tr>
<td>Foundations</td>
<td>3,735,369</td>
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<td>3,735,369</td>
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<tr>
<td>Contributions</td>
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<td>192,813</td>
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<tr>
<td>Dues</td>
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<td>$ —</td>
<td>123,902</td>
</tr>
<tr>
<td>Sale of publications</td>
<td>70,886</td>
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<td>70,886</td>
</tr>
<tr>
<td>Interest</td>
<td>99,486</td>
<td>$ —</td>
<td>99,486</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>6,619,396</td>
<td>$ —</td>
<td>6,619,396</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td></td>
</tr>
<tr>
<td>Communications</td>
<td>727,169</td>
</tr>
<tr>
<td>International programs</td>
<td>2,605,133</td>
</tr>
<tr>
<td>Domestic programs</td>
<td>1,467,508</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td>4,799,810</td>
</tr>
<tr>
<td>Supporting services</td>
<td></td>
</tr>
<tr>
<td>Management and general</td>
<td>1,639,812</td>
</tr>
<tr>
<td>Fundraising</td>
<td>145,421</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>6,585,043</td>
</tr>
</tbody>
</table>

| Increase in net assets before realized and unrealized gains | 34,353 | $ — | 34,353 |

| Realized and unrealized gains on investments | 300,813 | $ — | 300,813 |

| **Total increase in net assets** | 335,166 | $ — | 335,166 |

| Net assets, beginning of year | 4,063,465 | 41,880 | 4,105,345 |

| Net assets, end of year | $4,398,631 | 41,880 | $4,440,511 |

Full audited financial statements available upon request
Sources of Support 2004

Organizations
Anonymous
Appalachian Regional Commission
The Fred H. Bixby Foundation
The Annie E. Casey Foundation
The Compton Foundation
The Ford Foundation
John Edwards Fowler Memorial Foundation
The Bill & Melinda Gates Foundation
The William and Flora Hewlett Foundation
The Minneapolis Foundation
National Institute of Child Health and Human Development
National Institute on Aging
The David and Lucile Packard Foundation
The Russell Sage Foundation
Save the Children
The Shenandoah Foundation
The Mary Wohlford Fund of the Tides Foundation
United Nations Population Fund
United States Agency for International Development

Individuals ($1,000 and higher)
Josephine T. Allen
Erik and Edith Bergstrom
Suzanne Bianchi
William P. Butz
Joel E. Cohen
Marriner C. Eccles
Patricia A. Gober
Sherry F. Huber
John N. Irwin III
Thomas Merrick
Terry Peigh
Francis Price
Douglas Richardson
Gary Schermerhorn
Barbara Boyle Torrey
Peter W. Vaughan
Montague Yudelman

FINANCIAL REVIEW

The Population Reference Bureau’s Consolidated Statements of Financial Position and Activities include the results of operations for the fiscal year ending Sept. 30, 2004. During 2004, revenues for the Population Reference Bureau totaled $6.6 million, with 56 percent coming from grants from private foundations; 36 percent of revenues from government grants and agreements; and the remaining 8 percent from contributions, dues, publications sales, and interest.

Major foundation grants included support from the Bill & Melinda Gates Foundation, The Annie E. Casey Foundation, the David and Lucile Packard Foundation, the William and Flora Hewlett Foundation, and the Russell Sage Foundation. Major government grants and agreements managed by PRB were from the United States Agency for International Development, the National Institute of Child Health and Human Development, and the National Institute on Aging.

PRB received $192,813 in contributions from individuals, other private foundations, and companies. Dues from PRB’s membership program were $123,902; proceeds from the sales of publications were $70,886; and interest income was $99,486. Except for contributions, these categories were reduced from previous years due to expanded use of the PRB website and general economic conditions.

Supporting services totaled $1,639,812, or 25 percent of expenses. Fundraising costs were 2 percent of expenses, totaling $145,421. Gains on invested reserves totaled $300,813 in 2004 and $502,793 in 2003, after declines in the previous two years.

With the celebration of PRB’s 75th Anniversary underway, 2004 was an exciting year for PRB. We were able to achieve strong, measurable results during the year, and opportunities for the expanded work and partnerships have never been greater. PRB has well-regarded programs, an engaged and involved volunteer leadership, a talented and resourceful professional staff, and exciting business opportunities, despite a few uncertainties in the fields of population and reproductive health. Our emphasis, as always, is on the effective stewardship of the funds that our sponsors and donors have entrusted with us.
The Population Reference Bureau welcomes contributions from our Friends and supporters. Your contribution supports our important work on population trends and issues in the United States and throughout the world, and helps guarantee that PRB can continue our vital work in coming years. Your gift helps ensure that PRB’s programs and publications will continue to address the world’s most critical problems.

There are numerous ways to contribute to PRB and help underwrite our vital programs:

Membership in Friends of PRB: Friends received the World Population Data Sheet, the Population Bulletins, and a range of specialized information not available elsewhere.

<table>
<thead>
<tr>
<th>Categories</th>
<th>U.S.</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>$49</td>
<td>$64</td>
</tr>
<tr>
<td>Educator</td>
<td>$39</td>
<td>$54</td>
</tr>
<tr>
<td>Student or People 65+</td>
<td>$34</td>
<td>$49</td>
</tr>
<tr>
<td>Library/Nonprofit</td>
<td>$64</td>
<td>$79</td>
</tr>
<tr>
<td>Other Organizations</td>
<td>$225</td>
<td>$240</td>
</tr>
<tr>
<td>Friend of PRB for Life</td>
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Please use the attached membership form, or send payment to PRB at the address on the inside front cover of this report.

Online gifts: We offer the option of making an online donation by credit card. Go to PRB’s website, www.prb.org, and on the top right, click on Support PRB.

Credit card gifts: You may make a gift with your credit card (Visa, MasterCard or American Express) by using the website or by contacting the Development Office at 202-939-5460.

Checks: Send your gift by check to PRB.

Securities: Giving appreciated securities (including stocks and mutual funds) offers you potential tax savings. Electronic transfer is the easiest method to give stock, but certificates can also be sent by mail. To ensure proper credit of your stock gift and obtain transfer instructions, please call the Development Office at 202-939-5460 or go to www.prb.org and click on Support PRB for additional information.

Combined Federal Campaign gifts: If you are a government or military employee, you may designate PRB as the recipient of a workplace contribution.

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Bequests and other planned giving vehicles: There are numerous ways to provide sustaining support for PRB’s work, including bequests, various types of trusts, gifts of life insurance, and designations of PRB as beneficiary of a pension plan. Consultation with your financial or tax adviser can help you decide which giving vehicle would best serve your financial and philanthropic objectives. For further information, please call the Development Office at 202-939-5460.
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Women, Men, and Work
2004 World Population Data Sheet
World Population Highlights 2004

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China Faces Challenges in Effort to Contain HIV/AIDS Crisis
Closing the Gap in Male-Female Schooling
Conflict Chips Away at Living Conditions in Sudan
Darfur Highlights the Impact of Food Insecurity on Women
Economic, Social, and Demographic Losses and Gains Among American Indians
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TIMELINE OF POPULATION EVENTS

Continued from inside front cover

1974
World population reaches 4 billion

1976
PRB’s longest continuous support begins, from the Bixby Foundation

1978
PRB support from United States Agency for International Development begins

1979
Early cases identified of what would be known as HIV/AIDS

1986
PRB publishes Family Planning Saves Lives

1989
World population reaches 5 billion

1992
PRB begins collaboration on annual U.S. KIDS COUNT report

1994
International Conference on Population and Development, held in Cairo

1995
PRB launches its website, www.prb.org

1999
PRB support from the Bill & Melinda Gates Foundation begins

1999
World population reaches 6 billion

2002
PRB center support from the National Institutes of Health begins

2004
PRB celebrates its 75th Anniversary

2004
Tsunami devastates South Asia; more than 150,000 victims
Highlights of PRB’s Programs and Publications During 2004

- Served 1.5 million visitors to PRB’s website, www.prb.org
- Published “The American People: Census 2000,” 14 reports chronicling the American people at the start of the 21st century
- Wrote three policy briefs enhancing understanding of reproductive health in the Middle East and North Africa
- Evaluated the knowledge and impact of the Annie E. Casey Foundation’s KIDS COUNT initiative
- Conducted policy communications workshops in Madagascar to build local capacity to incorporate demographic tools and analysis into natural resource planning
- Published a report, data sheet, and policy brief on health disparities in developing countries
- Disseminated more than 150,000 International Programs publications worldwide
- Added 85 articles and reports to our Web stock of 400 reports
- Hosted the world’s First National Conference on Population, Health, and Environment in the Philippines
- Issued six reports on socioeconomic change in Appalachia