MISSION OF PRB

The Population Reference Bureau informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

INFORM. PRB analyzes complex demographic data and research to provide the most objective, accurate, and up-to-date population information in a format that is easily understood by advocates, journalists, and decisionmakers alike.

EMPOWER. Our commitment to putting information into action sets us apart. PRB builds coalitions and conducts workshops around the world to give our key audiences the tools they need to understand and communicate effectively about population issues.

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that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.

PRB’S CORE THEMES AND STRATEGIC APPROACHES

We focus our work around these Core Themes: Reproductive Health and Fertility; Children and Families; Global Health; Population and the Environment; Aging; Inequality and Poverty; Migration and Urbanization; and Gender. We also emphasize two Strategic Approaches: Building Coalitions and Mobilizing Civil Society.

PRB’s work is funded by private foundations, government agencies, and individual donors, and we frequently collaborate with other nonprofit organizations and universities. To these partnerships, PRB brings broad expertise and innovative, cost-effective approaches to analysis, information sharing, and capacity building.
2013 WAS ANOTHER BANNER YEAR FOR PRB.

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

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

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

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

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

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

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

Sincerely,

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

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

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

Integrating Population, Health, and the Environment. In partnership with the PHE Ethiopia Consortium, PRB convened the second international Population, Health, and Environment (PHE) Conference in Addis Ababa, Ethiopia, in November 2013. The conference, funded by the David and Lucille Packard Foundation, USAID’s Office of Population and Reproductive Health, and USAID’s East Africa Regional Office, brought together over 150 PHE implementers and advocates from 20 different countries to share lessons learned and common challenges across PHE projects. These integrated projects aim to improve reproductive health and livelihoods, while also sustaining the natural resources upon which people depend. In addition, PRB’s ENGAGE Presentation, “Population, Health, and Environment Working Together,” highlighted the results of recent PHE projects. The ripple effects of this major event are already being felt as participants have reported new collaborations, new donors visiting PHE projects, and new directions for technical assistance and support.
Leading Outreach and Evaluation for the ACS. To increase understanding of the value and usefulness of the American Community Survey (ACS), PRB has partnered with Sabre Systems to create and support a new ACS Data Users Group. Funded by the U.S. Census Bureau, this group is helping ACS data users connect with each other to share messages and materials about key ACS data issues and applications through an online community, webinars, conference sessions and workshops, and an upcoming ACS Data Users Conference. PRB staff also continued to serve on a National Academy of Sciences panel evaluating priority technical issues for the next decade of the American Community Survey.

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

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

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

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

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

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

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

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

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


Researching the U.S. Science and Engineering Workforce. With funding from the National Institute of General Medical Sciences, PRB is researching the dynamics for underrepresented minorities of entry into and retention in the Science, Technology, Engineering, and Mathematics (STEM) workforce. This work has been presented at the annual meeting of the Association for Public Policy and Management, attracting interest in similar modeling for the behavioral science workforce.
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* Denotes contribution of $1,000 or more.

Contributors, Sources of Support, and Partners during fiscal year ending September 30, 2013.
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African Population and Health Research Center
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Association des Journalistes et Communicateurs en Science au Bénin
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Direction de la Santé de la Reproduction et de la Survie de l’Enfant (DSRSE), Ministère de la Santé et de l’Action Sociale, Senegal
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ExpandNet
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Family Planning Association of Malawi
FHI 360
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Ministry of Youth and Sports, Malawi
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National Statistics Office, Malawi
National Youth Council of Malawi
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Ouagadougou Partnership
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Pan Arab Project for Family Health of the League of Arab States
Partners for Population and Development—Africa Regional Office
Pathfinder International
PHE Ethiopia Consortium
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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.
FINANCIAL POSITION

For the fiscal year ended September 30, 2013

ASSETS

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

Total current assets: $4,080,311

PROPERTY AND EQUIPMENT, AT COST
- Furniture, equipment, and leasehold improvements: 1,090,172
- Less—accumulated depreciation and amortization: <831,869>

Net property and equipment: $258,303

Long-term investments: 7,428,798

Total assets: $11,767,403

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES
- Accounts payable and other accrued expenses: $334,991
- Accrued compensation: 163,369
- Deferred dues and subscriptions: 39,015
- Deferred rent: 134,539
- Deposits/subleases: 4,461

Total current liabilities: 3,488,967

NET ASSETS
- Unrestricted: 250,000
- Unrestricted—Board/designated: 7,971,556
- Permanently restricted: 56,880

Total net assets: 8,278,436

Full audited financial statements are available upon request.

STATEMENTS OF ACTIVITIES

For the fiscal year ended September 30, 2013

REVENUES, GAINS, AND OTHER SUPPORT

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<thead>
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<th>UNRESTRICTED</th>
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<tr>
<td>Total revenues</td>
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EXPENSES

PROGRAM SERVICES
- International programs: 6,479,736
- Communications: 1,031,472
- Domestic programs: 1,621,934

Total program services: 9,133,142

SUPPORTING SERVICES
- Management and general: 369,017
- Fundraising: 64,202

Total expenses: 9,566,361

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

Realized and unrealized gains on investments: 854,716

Change in net assets: 1,045,244

Net assets, beginning of year: 7,176,312

Net assets, end of year: $8,221,556

2013 Annual Report
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* Resigned in FY2013
HIGHLIGHTS OF THE 2013 ANNUAL REPORT

Engaging African Policymakers on the Demographic Dividend
Disseminating Recent Findings From Demographic Research
Redesigning the PRB Websites
Integrating Population, Health, and the Environment
Leading Outreach and Evaluation for the ACS
Continuing the Appeal of the World Population Data Sheet
Helping the Media Write Stories That Improve Reproductive Health
Supporting Population Advocacy Efforts in Kenya
Researching College Completion Rates
Reporting on U.S. Population Trends
Measuring Child and Family Well-Being
Celebrating 25 Years of Policy Fellows
Reenergizing Nutrition in Bangladesh
Expanding PRB’s Youth Portfolio
Tracking Socioeconomic and Demographic Trends in Appalachia
Researching the U.S. Science and Engineering Workforce