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.

**CORE THEMES**

**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**
PRB builds coalitions and conducts workshops around the world to give our key stakeholders 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that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when developing population, health, and environmental policies.

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.
LETTER FROM THE PRESIDENT

In late September 2015, as PRB’s operating year drew to a close, world leaders convened in New York to adopt the United Nations Agenda for Sustainable Development, which will guide national policy actions through 2030.

The Agenda’s 17 Sustainable Development Goals target significant progress in reducing poverty, hunger, social inequities, and environmental risks, and advancing human health, education, and sustainable growth. The leaders also agreed to measure progress by a range of specific indicators.

How does this relate to PRB? The global goals have strong overlaps with our core issue areas in population, health, and the environment. And the countries’ commitment to rigorous measurement will require careful analysis, interpretation, and synthesis of underlying data—a core element of the work we do at PRB.

The year brought several examples of how our work informs policy dialogue and decisions. Many are described in the Project Highlights section of this report, including:

- Groundbreaking research to catalogue a looming threat from noncommunicable diseases in Africa.
- An in-depth analysis yielding an estimate that over half a million women and girls in the United States have either undergone or are at risk of female genital mutilation/cutting.
- County-level support for partners in Kenya that led to the adoption of budget line items for family planning programs.
- Awards for health journalists who participated in PRB media training programs.

“We will continue to provide impartial, data-driven knowledge and strengthen the capacity of others to use this knowledge to advance the well-being of current and future generations.”

And, during the first full year of my tenure as president of PRB, we took steps to ensure sustained achievement in the future. Our senior leadership team added new members who broaden our capacity for innovation. A new strategy to enhance PRB’s impact moved into full swing. And we adopted an organizational monitoring, learning, and evaluation program to better gauge PRB’s performance.

But our focus is not changing. We will continue to provide impartial, data-driven knowledge and strengthen the capacity of others to use this knowledge to advance the well-being of current and future generations.

I believe the new priorities set by the world community point to an active role for PRB in 2016 and beyond, in support of academics, advocates, decisionmakers, funders, researchers, and the media. Indeed, significant multiyear awards recently received from the United States Agency for International Development for the PACE project, and from the U.S. Census Bureau to provide data user support services, reflect confidence in PRB’s ability to deliver consistent value.

Finally, I would like to extend my deepest thanks and appreciation to three departing members of PRB’s Board of Trustees: Margaret Neuse, who served as Board chair, Elizabeth Chacko, and Michael Wright. Their contributions extended well beyond their Board responsibilities, and their valuable input will be missed.

Sincerely,

Jeffrey Jordan
President and CEO, PRB
PRB IN FIGURES

52
NUMBER OF PRB STAFF

12
NUMBER OF COUNTRIES WHERE PRB CONDUCTED FIELD WORK

152
PRB INFORMATION PRODUCTS COMPLETED, INCLUDING:
10 DATA SHEETS, 30 FACT SHEETS, 11 VIDEOS, 18 POLICY BRIEFS,
19 REPORTS, 5 DATA VISUALIZATIONS, 23 WEB ARTICLES, AND 8 WEBINARS

4 MILLION
VISITS TO THE PRB WEBSITE, UP 54% FROM 2014

1,387
MEMBERS OF THE AMERICAN COMMUNITY SURVEY DATA USERS ONLINE COMMUNITY MANAGED BY PRB

2,298
RESEARCHERS, JOURNALISTS, POLICY ADVOCATES, AND OTHERS WHO PARTICIPATED IN PRB CAPACITY STRENGTHENING ACTIVITIES
In April 2015 in Nairobi, PRB launched a report on the growing threat of noncommunicable diseases (NCDs) in Africa. NCDs—notably, cardiovascular disease, cancer, chronic respiratory conditions, and diabetes—are the leading causes of death in every world region except Africa. Current trends show Africa joining the rest by 2030.

The PRB report focuses on NCD risk factors among youth and includes detailed country-level data for the prevalence of tobacco and alcohol use, unhealthy diets, and insufficient exercise. The report, supported by the AstraZeneca Young Health Programme, included recommendations for keeping young people on a healthier path: taxes on cigarettes, sodas, and other harmful products; involving young people, families, schools, and communities in addressing risks; and integrating NCD prevention with sexual and reproductive health programming for young people since the associated risk and protective factors overlap.

David Smith, AstraZeneca’s executive vice president for Global Operations, said, “Our hope is that [the report] will be used to raise awareness, inform planning, and ultimately contribute to preventing the unhealthy behaviors by adolescents.”

Every year, PRB’s World Population Data Sheet package is a go-to reference on population, health, and environment statistics. For 2015, we made it more accessible and compelling through digital mediums. The worldpopdata.org microsite is a wealth of information about general population trends and the theme of women’s empowerment. PRB has expertise in this topic through our work managing the Interagency Gender Working Group and our other research on gender topics.

The microsite includes a video, “Measuring Up,” assessing women and girls’ social progress. An interactive dashboard allows users to select any country and view current and projected population figures as well as a range of gender-specific indicators. The Insights section summarizes countries’ progress on women’s education, employment, and political representation targets that were included in the Millennium Development Goals, the precursors to the SDGs. The site generated a substantial increase in online visitor traffic and received recognition from the global design community—for example, Visually’s design blog tapped worldpopdata.org as one of the 24 best interactive websites of 2015.

Female genital mutilation/cutting (FGM/C) is a traditional rite of passage in many cultures. But it is also a dangerous practice that can cause serious lifelong health and social problems. More than 3 million girls and women, mainly in sub-Saharan Africa, are at risk each year.

The practice is also a threat in the United States, despite laws forbidding it. FGM/C prevalence rates have held steady or declined in many African countries in recent years, but the number of women and girls at risk of FGM/C in the United States has increased.

A PRB analysis produced an estimate in February 2015 showing that up to 507,000 girls and women in the United States have undergone or are at risk of FGM/C. This was more than twice the estimate in 2000 of 228,000 from a previous study.

The PRB analysis generated significant press coverage and helped put FGM/C on U.S. policy radar screens. PRB staff were interviewed for feature stories by ABC News, Al Jazeera, The Guardian, and others. They also presented the findings at an informal U.S. congressional briefing.
Many researchers aspire to see their work inform policy discussions, but the path to doing so is not always clear. PRB’s training in policy communication strengthens the capacity of young researchers in doctoral-level population and health studies to engage policy influencers and decisionmakers effectively.

PRB has conducted policy communication trainings for researchers from developing countries over four decades, primarily with funding from USAID. For the first time last year, an inaugural class of U.S.-focused doctoral students convened in mid-2015, thanks to new support from the Eunice Kennedy Shriver National Institute of Child Health and Human Development.

One participant, Aresha Martinez-Cardoso, a Ph.D. candidate from the University of Michigan, said, “My research and work focuses on immigration policy and racial/ethnic health disparities, which can at times be controversial. So I really hope to be able to learn how to control my message and communicate my findings outside of academia.”

The world is saturated with data sources. But the deluge also generates soaring demand from users for advice and assistance in understanding, analyzing, and applying new data resources—assistance that PRB’s technical staff is well-placed to provide.

For example, PRB manages the American Community Survey (ACS) Data Users Group in partnership with the U.S. Census Bureau. The ACS, conducted by the Census Bureau, provides demographic, social, economic, and housing information annually for communities across the United States.

The ACS Data Users Group facilitates learning and information sharing through an online community, webinars, and sessions at professional meetings. PRB also organizes and leads an annual ACS Data Users Conference. The second of these took place in May 2015, attracted more than 250 participants, featured speakers John H. Thompson, director of the U.S. Census Bureau, and Mark Doms, under secretary of Commerce for Economic Affairs, and included eight breakout sessions covering specific data-use cases. Many who attended are also members of the ACS Online Community, a platform that promotes information sharing among ACS data users.

PRB’s “communities of practice” are spaces to exchange ideas, pursue collaboration, and disseminate results on priority themes in population, health, gender, and the environment. Through online hubs, trainings, data workshops, conference programs, and other methods, PRB fosters knowledge sharing and dialogue, and helps develop policy champions.

One PRB community focuses on the demographic dividend—the accelerated economic growth that may result when a rapid decline in a country’s fertility rate leads to an increase in the working-age population relative to the number of dependents, and the right mix of policies are in place to take advantage of this.

With support from the David and Lucille Packard Foundation, PRB took two important steps in 2015 to facilitate global discussion and advocacy around the demographic dividend in Africa:

- A demographic dividend website launched in partnership with the Bill & Melinda Gates Institute for Population and Reproductive Health at the Johns Hopkins University to aggregate relevant research, resources, and news.
- A Regional Coordination Group in sub-Saharan Africa comprising nearly 60 individuals from 24 organizations, who focus on the issue and meet quarterly to share knowledge.
Around mid-2015, policymakers in Kenya’s Embu and Bungoma counties approved budget commitments in the 2016 fiscal year for family planning, marking success for PRB’s work with local partners to bolster family planning policies in the country.

Kenyan political devolution has tasked county officials with new governance, financial management, and other functions. PRB, through USAID’s IDEA project, worked with the National Council for Population and Development in Kenya on decentralized family planning advocacy activities:

- Identifying local champions who have links to decisionmakers.
- Convening a policy communication workshop to strengthen skills, learn about the county budgeting process, and develop advocacy plans.
- Using PRB’s ENGAGE multimedia presentations to help make the case for family planning.

Beatrice Okundi, the coordinator in Embu County, said her most important jobs were to build relationships, provide relevant data, and show county leaders that family planning was a county-level issue. Localizing messages is important, so the approach of each county advocacy team took a different shape.

Media are crucial in informing the public about policy issues, providing evidence for policy decisionmaking, and holding governments accountable. For the past 25 years, PRB has strengthened the capacity of journalists to understand and cover population, health, and gender issues. Our model includes convening workshops where journalists learn from subject-matter experts, forming networks for ongoing knowledge sharing, mentoring reporters, conducting study tours, and attending relevant conferences where the journalists produce stories.

This year brought accolades for alumni of PRB media activities. Members of the Health Journalists Network in Uganda won the Population Institute’s top Global Media Award for a 43-page special edition of the Health Digest analyzing Uganda’s reproductive health policy and highlighting improvements for women. PRB provided training and editorial guidance, along with dissemination support.

Senegalese journalist Maimouna Gueye won a Global Health Reporting award from the International Center for Journalists for a series on high rates of teen pregnancy in southern Senegal, a “freestyle” method of natural childbirth, and reproductive health care among migrants in informal settlements in central Dakar.

Each year, malnutrition contributes to about half of child deaths globally. As a result of malnutrition, more than 160 million children under 5 are stunted—shorter than normal for their age and unlikely to ever reach their full potential.

With support from the Bill & Melinda Gates Foundation, PRB’s RENEW project focused on strengthening commitments and resources to alleviate malnutrition in pregnant women and children.

In Nigeria, PRB collaborated with a multisectoral task force, headed by the Nutrition Division in the Ministry of Health’s Department of Family Health, to produce a multimedia presentation, “Malnutrition: Nigeria’s Silent Crisis.” The presentation has been used by about 20 nutrition organizations and shown to an estimated 1,050 high-level government officials, medical officers, civil society partners, religious leaders, donors, academics, and journalists to foster policy dialogue and advance policy actions. It has been featured in numerous policy venues, including a briefing with the minister of the National Planning Commission.

PRB also provided technical assistance to a Nigerian civil society organization (CSO), Scaling-Up Nutrition, which supports other local CSOs.
NEW FACES AT PRB

KRISTIN BIETSCH
Research Associate, International Programs

CANDI CARPENTER
Executive Assistant to the President

HANNA CHRISTIANSON
Program Assistant, International Programs

ELIZABETH GAY
Policy Analyst, International Programs

PETER GOLDSTEIN
VP, Communications and Marketing

“Research is only useful if it makes it into the hands of the right people.”
- Elizabeth Gay

NICOLE LAGRONE
Program Assistant, International Programs

AASHA JACKSON
PRB Policy Fellow at USAID

BARBARA SELIGMAN
VP, International Programs

“Research is only useful if it makes it into the hands of the right people.”
- Elizabeth Neason

ELIZABETH NEASON
Senior Program Director, Gender/Field Support, International Programs

“Research is only useful if it makes it into the hands of the right people.”
- Elizabeth Gay

ANNEKA VAN SCOYOC
Communications Associate, International Programs

ALICIA VANORMAN
Research Associate, U.S. Programs

“Research is only useful if it makes it into the hands of the right people.”
- Elizabeth Gay

ANGELINE SIPARO
Regional Advisor for East Africa, International Programs

“Our work brings value, whether it is information to be used for advocacy or training media partners.”
- Angeline Siparo

ELIZABETH GAY
Policy Analyst, International Programs

“Research is only useful if it makes it into the hands of the right people.”
- Elizabeth Gay

BARBARA SELIGMAN
VP, International Programs

“Research is only useful if it makes it into the hands of the right people.”
- Elizabeth Gay

ALICIA VANORMAN
Research Associate, U.S. Programs
FINANCIALS

For the fiscal year ended September 30, 2015

2015 Revenues by Source

- U.S. Government 46%
- Foundations 50%
- Contributions, dues, subscriptions, and sale of publications 1.5%
- Interest and dividends 2.5%

2015 Expense Ratio

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

ASSETS

CURRENT ASSETS
- Cash and cash equivalents $2,857,467
- Grants and contracts receivable 271,020
- Prepaid expenses and other current assets 147,892
Total current assets 3,276,379

PROPERTY AND EQUIPMENT, AT COST
- Furniture and equipment 656,745
- Leasehold improvements 840,656
- Less—accumulated depreciation and amortization (1,011,928)
Net property and equipment 485,473

Long-term investments 8,290,043
Total assets $12,051,895

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES
- Accounts payable and other accrued expenses $169,695
- Accrued compensation 179,721
- Deferred dues and subscriptions 25,150
- Deferred rent 50,547
- Advances received for grants and contracts 2,051,762
Total current liabilities 2,476,875

Long-term deferred rent 746,735
Total liabilities 3,223,610

NET ASSETS
- Unrestricted 250,000
- Unrestricted—Board/designated 8,521,405
- Permanently restricted 56,880
Total net assets 8,828,285
Total liabilities and net assets $12,051,895

ACTIVITIES

REVENUES, GAINS, AND OTHER SUPPORT

GRANTS AND COOPERATIVE AGREEMENTS
- U.S. Government $4,808,486
- Foundations 5,185,215
- Interest and dividends 263,816
- Contributions 95,681
- Dues and subscriptions 56,800
- Sale of publications 16,229
Total revenues 10,426,227

EXPENSES

PROGRAM SERVICES
- International programs 7,383,241
- Communications 1,261,677
- Domestic programs 1,305,296
Total program services 9,950,214

SUPPORT SERVICES
- Management and general 502,181
- Fundraising 114,911
Total support services 617,092

Total expenses 10,567,306

Decrease in net assets before net realized and unrealized losses (141,079)
Net realized and unrealized losses on investments (462,455)
Change in net assets (603,534)
Net assets, beginning of year 9,374,939
Net assets, end of year $8,771,405

Full audited financial statements are available upon request.
Contributions from the individuals listed below allowed PRB to fund essential program expansion and organizational innovations during the year. If you would like to help us continue to inform, empower, and advance, please visit the donations page on our website, www.prb.org/Donate.aspx.

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*Denotes contribution of $1,000 or more.  
Contributors and sources of support during fiscal year ending September 2015.
PRB had the opportunity to collaborate with the following organizations during 2015.

African Institute for Development Policy
Ahfad University for Women, Sudan
Alexandria High Institute for Public Health, Egypt
Aspen Institute
Association Béninoise pour la Promotion de la Famille
Association of Population Centers
AstraZeneca Young Health Programme
Blue Ventures
CARE
Children and Adolescent Health Measurement Initiative
Civil Society-Scaling Up Nutrition in Nigeria
CU Population Center, University of Colorado Boulder
Developing Radio Partners
Direction de la Santé de la Mère et l’Enfant, Ministère de la Santé, Bénin
Direction de la Santé de la Reproduction et de la Survie de l’Enfant, Ministère de la Santé et de l’Action Sociale, Senegal
Egypt National Population Council
Egyptian Family Health Society
EMINENCE, Bangladesh

Ethiopian Economic Association
Family Planning Association of Malawi
FHI 360
Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins University
George Washington University
Global Women’s Institute
Grassroots Alliance for Community Education—G.R.A.C.E. Africa, Kenya
Hopkins Population Center, Johns Hopkins University
ICF International
Institute for Reproductive Health, Georgetown University
Institute of International Education, New York and Addis Ababa
Institut National de la Statistique et d’Analyse Economique du Bénin
Instituto Promundo
International Center for Research on Women
Kenya Center for the Study of Adolescence
Kenya Centers for Disease Control and Prevention
Kenya Division of Reproductive Health, Ministry of Health
Kenya Inter-Religious Council

Kenya National AIDS and STI Control Programme
Kenya Nutrition Division, Ministry of Health
Michigan Center on the Demography of Aging, University of Michigan
Ministère du Développement, de l’Analyse Economique et de la Prospective, Direction des Politiques et Programmes en Population, Bénin
Ministry of Economic Planning and Development, Development Division, Population Department, Malawi
Ministry of Youth and Sports, Malawi
National Population Council of Ghana
National Youth Council of Malawi
The Netherlands Organization for Scientific Research
Nigeria Nutrition Division, Department of Family Health, Federal Ministry of Health
Ouagadougou Partnership
PAI
Palladium
Pan American Health Organization

Pan Arab Project for Family Health of the League of Arab States
Pathfinder International
PHE Ethiopia Consortium
Population and Sustainability Network
Population Association of America
Population Council
Population Studies and Research Institute, University of Nairobi
Research Council of Norway
Sabre Systems, Inc.
Scaling Up Nutrition—Kenya Civil Society Alliance
Sierra Club, Population and Environment Program
Uganda Radio Network
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*Stanley Smith became Chair of the Board in October 2015 after Margaret Neuse rotated off the Board.
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*Resigned in FY2015.