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PRB

ANNUAL REPORT

POPULATION REFERENCE BUREAU

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Expanding Our Ability to Inform, Empower, and Advance

Inflection point. This term came to mind as I reviewed PRB's activities in 2017—a year that capped a multiyear overhaul of systems and closed with strong momentum and an expanded base of support for our mission and goals.

Uncertainties early in the year sprang primarily from shifting policy priorities in the United States and abroad, and their funding implications for key aspects of our work. While many of these uncertainties remain, they didn't prevent PRB from achieving robust expansion during the second half of the year. How did we reach this inflection point? I believe our three-year strategic plan, launched in early 2015, played a large part. We positioned PRB to diversify funding sources, identify new opportunities, and forge beneficial partnerships. We enhanced our ability to fulfill PRB's mission to improve the well-being of current and future generations.

Partners and funders—both new and existing—embraced our direction. They sought out the added value that PRB provides in aging, reproductive health, child well-being, gender, and other areas, through our rigorous approach to providing information about population and health issues, and empowering others to use that information for good.

Partnerships are an essential element in our strategy, and in this Report we describe a few, including our expanded collaboration with the U.S. Census Bureau in supporting users of Census data. Internationally, we teamed with Amref Health Africa's Advocacy Accelerator to bring our popular Policy Communication Fellows Program to Africa.

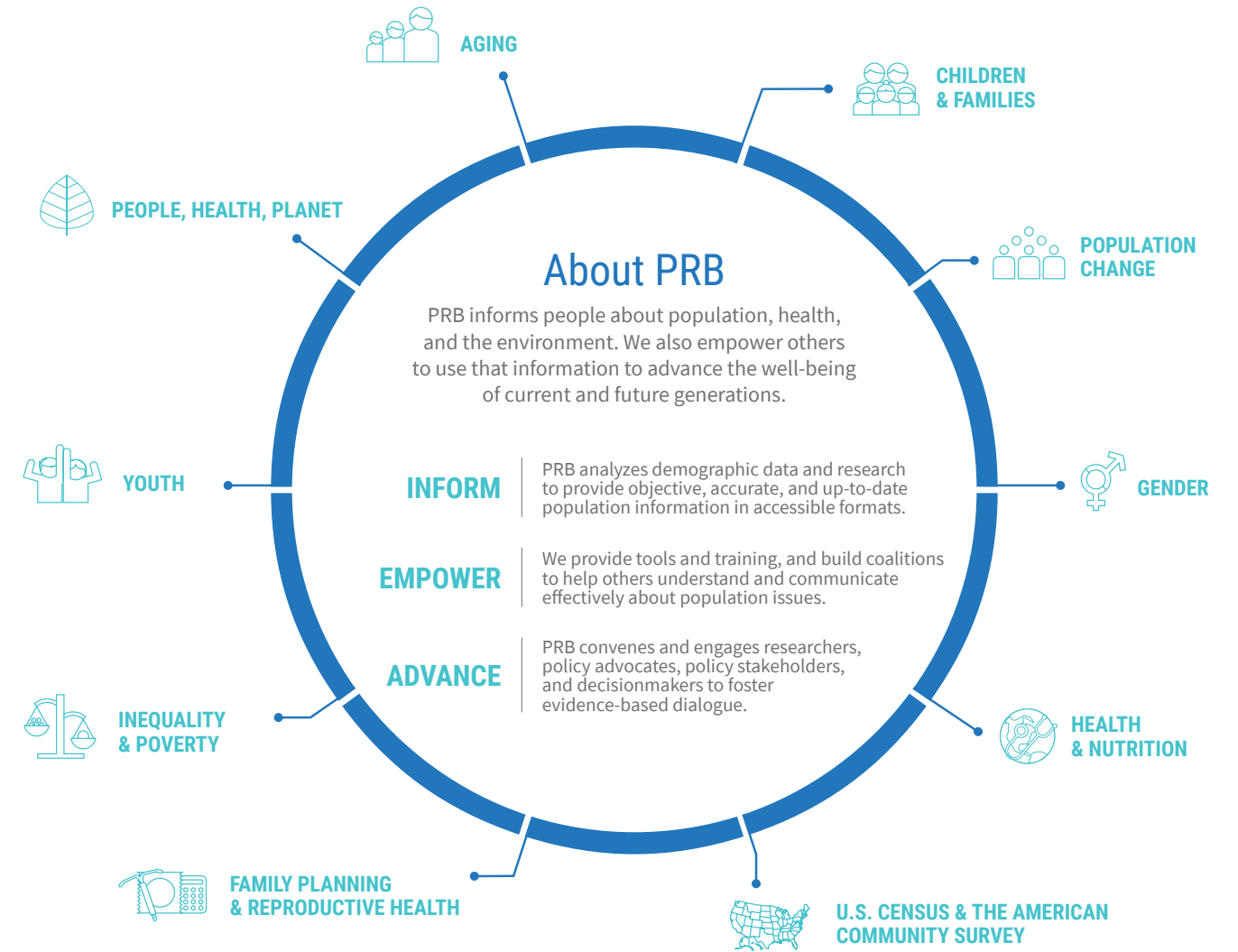
We're also prioritizing innovation, such as our new index of well-being for young U.S. women that was presented in a PRB *Population Bulletin* and generated substantial media coverage. In another development, a new travel grant offered through our global media training program for women journalists led to stories from trainees that influenced concrete policy actions in their countries.

PRB is bringing more energy and enthusiasm to what we do. Please explore our website to learn more about where we are heading and how to join us.

All the best,



Jeff Jordan, President and CEO



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Our Work Achieves Better Results Through Partnerships

PRB believes that we go farther when we go with others. We are expanding partnerships with a variety of organizations and agencies to collaborate and better serve users of data, research, and evidence in the United States and globally.



OUTREACH IN AFRICA SUPPORTS HARNESSING THE DEMOGRAPHIC DIVIDEND.

PRB provided key assistance to the African Union Commission to advance its 2017 policy theme of investing in youth to achieve a demographic dividend. The dividend is an economic bonus that can result from a change in the age structure. PRB's support, funded by the David and Lucile Packard Foundation, included partnering with the Commission's Youth Division to hold a workshop that helped 13 young African media professionals understand that, with the right investments,

Africa's youth bulge could provide the fuel needed to achieve the demographic dividend. The window for such a dividend opens when a nation's fertility rate declines and working-age adults outnumber dependent-age children. The workshop impressed upon the journalists that the dividend requires timely investments to ensure that today's youth become tomorrow's productive adults—a message they could use to inform young people about the demographic dividend.

POLICY COMMUNICATION TRAINING GOES LOCAL.

For the first time in its 30-year history, our popular Policy Communication Fellows Summer Institute took place outside of the United States. Doctoral students from seven nations travelled to Dar es Salaam, Tanzania, to attend the program, which equips young researchers and family planning experts with the skills to communicate evidence to policy audiences. We partnered with Amref Health Africa's Advocacy Accelerator, who hosted us at their Tanzania campus and played an important role in bringing local field experts in policy communication to the workshop to speak about their experiences using evidence to compel policy action. This new partnership is part of a broader, continuing effort by PRB to expand the Fellow program's impact by increasing its relevance for trainees and strengthening the role of local partners.



COLLABORATION RESULTS IN UNDERSTANDING AND MEETING DATA USERS' NEEDS.

PRB has worked in partnership with the U.S. Census Bureau since 2012 to increase knowledge and use of American Community Survey (ACS) data. The nationwide ACS provides U.S. states, congressional districts, counties, cities, and communities with reliable and timely social, economic, housing, and demographic data every year. Through this partnership, PRB established and maintains an ACS Data Users Group and Online Community. The Online Community has more than 2,000 members and provides a user-friendly platform for ACS data users across the country to pose and answer questions, and share information, applications, programs, and data files. Through the establishment of a Data Products Redesign Group, comprised of ACS and decennial census data users, we help support an efficient and effective means to collect informal feedback about new ACS and 2020 Census data products and distribution channels. This ongoing exchange helps the Census Bureau better understand data users' needs and develop innovative data products and dissemination tools that best meet those needs.

New Resources Inform Policy Debates

PRB is always looking for creative ways to analyze, synthesize, and present information for citizens, policy stakeholders, and policymakers. Our objective is to produce compelling products that present technical details in accessible ways to inform policy discussions and decisions. These examples show how two novel products yielded national media attention in one case and widespread adoption by policy advocates in the other.

NEW INDEX DRAWS ATTENTION TO U.S. WOMEN'S WELL-BEING.

PRB's Index of Young Women's Well-Being made its debut in 2017. Among the first of its kind to compare the status of U.S. women across generations, the index drew widespread attention to how gains in American young women's well-being rose rapidly for members of the Baby Boom generation, but stalled for subsequent generations. Our analysts created the comprehensive index as part of the June 2017 *Population Bulletin*, "Losing Ground: Young Women's Well-Being Across Generations in the United States." The *Bulletin* shows how social and structural barriers to progress for young women (ages 16 to 34) in Generation X and the Millennial generation have contributed to persistently high poverty rates, as well as increases in women's incarceration and maternal mortality rates. The report's findings received considerable attention in online, print, and broadcast media. The index is just one of the ways that PRB supports and advances knowledge based on evidence.



FAMILY PLANNING SCORECARD BECOMES A KEY ASSET FOR ADVOCATES.

As part of work funded by the Bill & Melinda Gates Foundation, PRB in 2017 produced its first "Youth Family Planning Policy Scorecard" based on analysis of national policies and programs in 16 countries and identification of the most effective interventions to promote uptake of contraception among youth (ages 15 to 24). It was created to meet the need for an accessible evidence base for assessing and informing policies concerning youth access to sexual and reproductive health services. This innovative reference tool quickly became a key asset for advocates and sparked interest in looking beyond the policies to how they are being implemented.



PRB Helps Foster Change on the Ground

**Strong partnerships. Value-added innovation.
Effective training. Useful resources.**

Fostering these assets can make a difference. We see it clearly in the value that our initiatives provide to policy advocates and their communities. From new, capacity-building partnerships in Kenya to PRB-provided grants to journalists in South Asia and sub-Saharan Africa, our provision of information, expertise, and resources helps local champions influence official policy and advance their communities' health and development.

ADVOCACY WINS ADVANCE POLICY IN KENYA.

PRB's new video, "We Are Kenya's Future: Young People and Our Nation's Growth," is helping young practitioners communicate why youth matter to Kenya's economic growth and development. Along with the Centre for the Study of Adolescence (CSA), a PACE—Policy, Advocacy, and Communication Enhanced for Population and Reproductive Health—Project partner, PRB trained young advocates on communicating with policymakers about the demographic dividend and supported them in developing and implementing their own advocacy strategies. Nurse Hildah Chepkirui says that PRB and CSA's support "has enabled me to gain confidence to work with policymakers and influential leaders but also opened up great opportunities for my county." She discussed the sensitive subjects of child marriage and maternal mortality with two policymakers, convincing them of the need to develop a reproductive health policy for Kericho County. PRB and CSA look forward to supporting champions like Chepkirui in generating greater support for family planning and reproductive health within their counties as they actively shape Kenya's future.

MEDIA TRAINING GRANTS OFFER OPPORTUNITIES LEADING TO CHANGE.

PRB's landscape review of developing-country policymakers confirmed that they want the media to serve as their eyes and ears in places they can't easily reach. We offered small reporting grants to our Women's Edition journalists in South Asia and sub-Saharan Africa so they would have the financial means to get out of their newsrooms and into hard-to-reach parts of their countries. In just one example of the impact these grants made, Pragati Bankhele, a Mumbai, India-based reporter, traveled about 250 miles east of the city to a district where child marriage was common due to migratory labor patterns. Her investigative series for the *Maharashtra Times* caught the attention of a national government official, who promised new safe hostels for girls and financial aid to keep them in school.



Digital Formats Extend Reach and Relevance

In our multimedia world, people can choose to access information in many ways, and preferences vary widely. By delivering informational products in multiple formats, PRB ensures that its products are accessible, adaptable, and useful to the broadest possible audience.



INFOGRAPHIC COMMUNICATES RESEARCH ON AGING.

With funding from the National Institute on Aging (NIA), PRB collaborated with the University of Michigan to summarize research on the connections between neighborhood conditions and the aging process. The February 2017 report in PRB's *Today's Research on Aging* series, "How Neighborhoods Affect the Health and Well-Being of Older Americans," provides an overview of recent NIA-supported research on aspects of the physical environment linked to age-related diseases. Our innovation for this series was the creation of an accompanying infographic that offers a concise visual distillation of the research, designed to inform policymakers and planners as they make decisions about community resource allocation and neighborhood development. The infographic helped generate strong engagement on social media, where visual content attracts particular attention.

CONCISE VIDEOS OFFER ENTRY POINT FOR FGM/C DATA SHEET.

This year's edition of our popular data sheet on indicators and analysis of trends in female genital mutilation/cutting (FGM/C) included novel features designed to make it more accessible online, particularly to the large social media community. Three short, captioned videos each explore a key FGM/C theme and provide a different entry point from which people can explore the data. "Our FGM/C videos work for social media because they don't take up much of the viewer's time, they're entirely text-based so a user doesn't need to turn on the sound, and they relay new and interesting facts and statistics that are easy for a viewer to share," said Pam Mathieson, PRB's video and digital producer.

METHOD CHOICE POLICY BRIEF GOES DIGITAL.

PRB's report-style policy briefs have informed discussions on key policy issues for decades. The 2017 brief on expanding contraceptive method choice in family planning received the full multimedia treatment in a digital feature that included videos, Tableau interactive graphics, and links to related resources, providing a rich experience for those interested in learning about the topic.



Contributors

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Contributions from the individuals listed above 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 at prb.org/donate

* Denotes contribution of \$500 or more.

** Denotes contribution of \$1,000 or more.

*** Denotes contribution of \$5,000 or more.

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Annie E. Casey Foundation
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 AstraZeneca UK Limited
 Bill & Melinda Gates Foundation
 Brandon Roberts + Associates, LLC

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 National Institute on Aging
 William and Flora Hewlett Foundation
 David and Lucile Packard Foundation

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Eunice Kennedy Shriver
 National Institute of Child Health and Human Development
 Population Communication
 The Palladium Group

Population Council
 Underwriters Laboratories
 United States Agency for International Development
 United States Census Bureau
 United Way Worldwide
 Vital Strategies

Contributors and sources of support during the fiscal year ending Sept. 30, 2017.

Advance Family Planning	Advocacy for Better Health Project, Uganda	African Institute for Development Policy	African Union Commission, Human Resources & Youth Division	American Association for the Advancement of Science	Association of African Universities	Association of Population Centers
Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins Bloomberg School of Public Health	Cadre des Religieux pour la Santé et le Développement	CARE	Center for Excellence in Journalism (Karachi, Pakistan)	Civil Society-Scaling Up Nutrition in Nigeria	Communications Consortium Media Center	Deutsche Stiftung Weltbevölkerung (DSW) Developing Radio Partners
District Analytics	Education Sub Saharan Africa (ESSA)	Ethiopian Academy of Sciences	Ethiopian Economics Association	Family Planning 2020	FHI 360	General Conference of Seventh-Day Adventists
Global Women's Institute	Harvard University, Harvard Center for Population & Development Studies	Hopkins Population Center, Johns Hopkins University	I Choose Life - Africa	Institute for Reproductive Health, Georgetown University	Instituto Promundo	Institut Supérieur des Sciences de la Population, Université de Ouagadougou
International Center for Research on Women	International Social Survey Programme	International Youth Alliance for Family Planning	Kenya Center for the Study of Adolescence	Kenya Reproductive & Maternal Health Services Unit, Ministry of Health	Kenya National Council for Population and Development, Ministry of Devolution & Planning	Knowledge for Health (K4Health) Project
Lake Victoria Basin Commission (LVBC)	Ouagadougou Partnership	PAI	PATH	The Palladium Group	Pan American Health Organization	Pathfinder International
Planetary Health Alliance	Population and Sustainability Network	Population Association of America	Population Council	Research Council of Norway	The Nature Conservancy	Tulane University
UnidosUS	United Nations Population Fund, West and Central Africa Regional Office	University of South Florida	Woodrow Wilson International Center for Scholars	Worldwatch Institute		

Partners

During 2017, PRB had the opportunity to collaborate with 54 organizations.

COUNTRIES IN WHICH PRB WORKED.

19



COMMUNITIES ESTABLISHED AND/OR SUPPORTED TO PROMOTE DIALOGUE WITH DECISIONMAKERS ON POPULATION.

19



CURRENT PRB STAFF.

51



EXTERNAL REQUESTS FOR PRB TO AUTHOR OR COAUTHOR PAPERS, PRODUCE ONLINE ARTICLES, OR REVIEW REPORTS.

128



PRB INFORMATION PRODUCTS RELEASED.

(DATA SHEETS, BRIEFS, INFOGRAPHICS, VISUALIZATIONS, REPORTS, BLOG POSTS)

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NEWS STORIES ON HEALTH AND POPULATION BASED ON PRB CONTENT AND ACTIVITIES.

179



PEOPLE REACHED, TRAINED, OR SUPPORTED THROUGH PRB'S CAPACITY-BUILDING ACTIVITIES.

986



PAGE VIEWS ON THE PRB.ORG WEBSITE.

5.8M



Federal Government	59%
Foundations	38%
Interest and dividends	2%
Contributions, dues, subscriptions, and sale of publications	1%



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

Programs	91%
Support services	9%

Assets

CURRENT ASSETS	
Cash and cash equivalents	\$ 3,895,830
Grants and contracts receivable	576,696
Prepaid expenses and other current assets	90,805
Total current assets	4,563,331
PROPERTY AND EQUIPMENT, AT COST	
Furniture and equipment	840,798
Leasehold improvements	840,656
Less—accumulated depreciation and amortization	(1,203,146)
Net property and equipment	478,308
Long-term investments	9,229,722
Total assets	\$ 14,271,361

Revenues

GRANTS, CONTRACTS, AND COOPERATIVE AGREEMENTS	Unrestricted	Permanently Restricted	Total
Federal Government	\$ 5,224,562	\$ --	\$ 5,224,562
Foundations	3,333,352	--	3,333,352
Interest and dividends	191,257	--	191,257
Contributions	45,850	--	45,850
Dues and subscriptions	40,150	--	40,150
Sale of publications	30,869	--	30,869
Total revenues	\$ 8,866,040	\$ --	\$ 8,866,040

Liabilities And Net Assets

CURRENT LIABILITIES	
Accounts payable and other accrued expenses	\$ 313,738
Accrued compensation	195,807
Deferred dues and subscriptions	15,754
Deferred rent	110,767
Advances received for grants and contracts	2,719,479
Total current liabilities	3,355,545
Long-term deferred rent	832,709
Total liabilities	4,188,254
NET ASSETS	
Unrestricted	250,000
Unrestricted—Board designated	9,776,227
Permanently restricted	56,880
Total net assets	10,083,107
Total liabilities and net assets	\$ 14,271,361

Expenses

PROGRAM SERVICES	Unrestricted	Permanently Restricted	Total
International programs	\$ 5,975,477	\$ --	\$ 5,975,477
U.S. programs	1,422,687	--	1,422,687
Communication programs	940,888	--	940,888
Total program services	8,339,052	--	8,339,052
SUPPORT SERVICES			
Management and general	702,332	--	702,332
Fundraising	115,970	--	115,970
Total support services	818,302	--	818,302
Total expenses	9,157,354	--	9,157,354
Decrease in net assets before net realized and unrealized gain	(291,314)	--	(291,314)
Net realized and unrealized gain on investments	1,404,254	--	1,404,254
Change in net assets	1,112,940	--	1,112,940
Net assets, beginning of year	8,913,287	56,880	8,970,167
Net assets, end of year	\$ 10,026,227	\$ 56,880	\$ 10,083,107


Full audited financial statements are available upon request.

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