

View the digital version of this annual report to learn more about our work and impact:

[PRB.ORG/ANNUALREPORT](https://prb.org/annualreport)

The background of the entire page is a dark blue-tinted photograph showing several people's hands gathered around a table, looking at and pointing to documents. This image is overlaid with a semi-transparent blue filter.

# 2018 ANNUAL REPORT

**OUR MISSION:** PRB informs people about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

In 2018, the world's population increased to 7.6 billion, and an additional 2.3 billion people will be living on Earth by 2050, according to PRB.

World population continues to grow, and so does PRB. This year's annual report recaps PRB's remarkable year of growth—in the scope of our activities, the number of people we reached, and the size of our staff and budget. Our annual budget increased from \$8.9 million to \$10.3 million, and our staff from 51 to 61, with further growth expected. Longtime funders have increased their support and new funders are joining them.

We believe our growth is the result of PRB's strong planning and strategy to increase our impact by seeking diverse funding, effective partnerships, new opportunities, and skilled staff members with the expertise to implement our goals. We expanded our communication of population-related issues to our audiences in the United States and around the world in 2018, including through a redesigned website and an award-winning data visualization on trends in U.S. death rates for older adults. Through PRB's staff and partner involvement in the 2018 International Conference on Family Planning in Kigali, Rwanda, we also expanded our outreach to and training of policymakers, journalists, researchers, and advocates.

Late in 2019, PRB will celebrate our 90th anniversary. Since our founding in 1929, we have grown to be a leader in research on population, health, and the environment, and communicating that information to decisionmakers. Our work today is more relevant than ever, and I want to thank you—our sponsors, donors, members, partners, and friends—for your ongoing support.

All the best,



Jeff Jordan  
President and CEO





**+24**  
NEW STAFF

**15**

COUNTRIES IN  
WHICH PRB WORKED



**OUR  
WORK**



# 162

INFORMATION  
PRODUCTS PUBLISHED

# 2,100+

MEMBERS OF THE  
AMERICAN COMMUNITY SURVEY  
ONLINE FORUM



# 200

COUNTRIES INCLUDED IN THE  
YOUTH AND NCDS DATA CENTER



The 2018 edition of our signature product, World Population Data Sheet, explored how shifts in a country's age structure over time can have important implications for its economic and social trajectory, resource allocations, and policy agendas. Many countries experiencing increases in their older adult population may face challenges balancing the pension, health, and other benefits that older adults typically receive with investments in the well-being of younger generations.

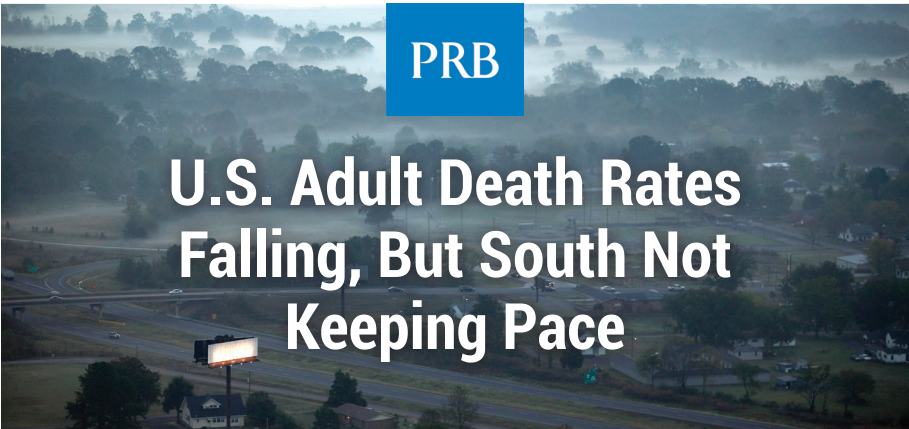
# 412

PEOPLE TRAINED OR SUPPORTED THROUGH CAPACITY-BUILDING EFFORTS



# 21

COMMUNITIES ESTABLISHED AND/OR SUPPORTED TO PROMOTE DIALOGUE WITH DECISIONMAKERS



PRB developed an interactive, online data visualization showing trends in U.S. death rates since 1980 for men and women ages 55 and older by state. Its examination of regional disparities highlights the concentration of higher adult death rates in the South. The product was featured at a congressional briefing in April and won a best data visualization award at the Association of Public Data Users 2018 annual conference.



# 50,000+

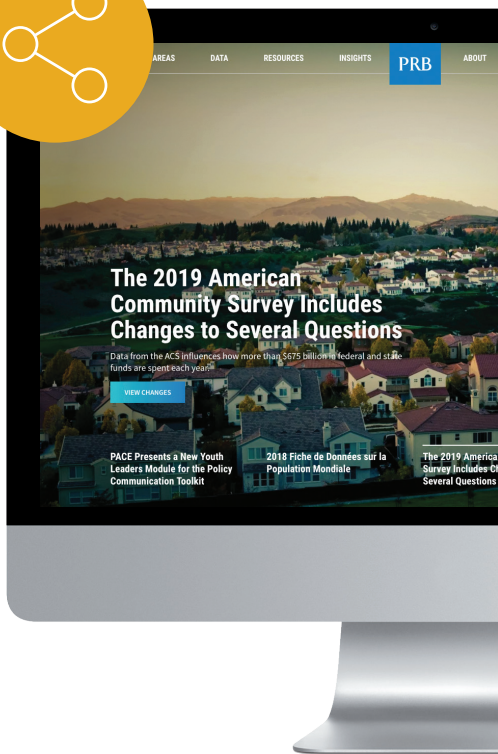
ENGAGEMENTS ACROSS  
SOCIAL MEDIA

# 2.6M

PRB.ORG USERS

# 4.6M

PRB PAGE VIEWS



PRB

## The Four Dividends: How Age Structure Change Can Benefit Development

An expert consultation in collaboration with PACE—Policy, Advocacy, Communication Enhanced for Population and Reproductive Health—expanded the concept of the demographic dividend—the accelerated economic growth that can occur as a population age structure matures, given strategic investments in health, education, economic policy, and governance. PRB’s original analysis associates countries’ population age distribution with the likelihood of their experiencing high levels of four dividends—health, education, economic growth, and political stability—as median age increases, based on many countries’ experiences from the 1970s to 2010s.

## OUR FINANCIALS

Explore our financials in detail:  
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Federal government	50%
Foundations	48%
Interest and dividends	1%
Contributions, dues, subscriptions, and sale of publications	1%



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

Programs	97%
Support services	3%

## OUR SUPPORTERS

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NORC at the University of Chicago

The Palladium Group

Population Council

Underwriters Laboratories

United States Agency for International Development

United States Census Bureau

Vital Strategies

William and Flora Hewlett Foundation

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Sources of support during the fiscal year ending Sept. 30, 2018.

PRB extends our sincere appreciation to all supporters, partners, and contributors whose assistance helped make 2018 such a successful year. Our partners represent a wide range of civil society organizations, researchers, and intergovernmental agencies; contributors support us at all levels, from \$1 to more than \$5,000.

**We truly would not be where we are today without you. Thank you.**



**PRB.ORG**



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