

POPULATION REFERENCE BUREAU  
2019 ANNUAL REPORT

PRB

INFORM  
EMPOWER  
ADVANCE

Celebrating  
90 Years  
of Impact

# A Letter From the President

One of my most vivid memories of 2019 was standing at the International Conference on Population Development (ICPD+25) in Nairobi surrounded by people dedicated to using evidence to improve lives and communities. It's not the first time that's happened during my tenure as CEO, but such moments never fail to inspire me, serving as a potent reminder of PRB's long legacy and enduring impact.

Now more than ever, policymakers, government leaders, and people around the world are hungry for data to solve problems and drive change, and PRB continues to lead the way. Whether we're analyzing the impact of a citizenship question on the U.S. 2020 Census or developing tools for youth to advocate for their sexual and reproductive health and rights in Kenya and Nigeria, providing evidence for informed decisionmaking is at the heart of everything we do at PRB.

We've been at it for a remarkably long time—PRB was founded in 1929 in the aftermath of a financial crisis that ushered in one of the most tumultuous and challenging eras in American history. Fast forward 90 years and topics like poverty, immigration, and global health remain just as relevant to the world today as they were then. And, so does PRB.

Wherever I go, people constantly tell me stories about the impact our work has had over the years. And while we're very proud and excited to be celebrating the achievements of the past, our sights remain firmly set on the future and the role we'll play in helping the world meet the challenges of the coming decade and beyond.

Of course, none of this would be possible without the support of the many donors, partners, contributors, and members who believe in our mission and work. I also want to acknowledge and pay tribute to PRB staff, both past and present, who continue to demonstrate an unwavering commitment to harnessing the power of evidence to do good in the world.

All the best,



**Jeffrey Jordan**  
President and CEO



# 2019 Highlights

## 2019 WORLD POPULATION DATA SHEET RELEASED

Since its debut in 1965, the World Population Data Sheet has become a PRB signature product, relied upon by policymakers, researchers, educators, and students in nearly 100 countries. The 2019 edition provided demographic data on 210 countries across 24 indicators, with a special focus on the history of census taking around the world.



## PRB INFORMS DISCUSSION OF THE U.S. 2020 CENSUS

As the United States prepared for its decennial census, PRB produced a preview of what to expect and provided analysis in a series of articles on such topics as the risk of undercounting young children and the impact of a citizenship question had it been added to the 2020 U.S. Census. In partnership with the U.S. Census Bureau, PRB organized the 2019 American Community Survey (ACS) Data Users Conference, which brought together nearly 300 ACS data users.



## YOUTH FAMILY PLANNING POLICY SCORECARD FEATURED DURING REGIONAL FAMILY PLANNING MEETINGS

The World Health Organization and FP2020 featured the 2019 edition of the Empowering Evidence-Driven Advocacy (EEDA) project's *Youth Family Planning Policy Scorecard* at regional family planning meetings throughout the year. With support from the Bill & Melinda Gates Foundation, this signature product tracks indicators of youth-friendly family planning services across 16 countries in Africa and Asia.



## MEDIA ATTENTION FOR PRB'S CAMPAIGN ON MOTHERS AND HOUSEWORK

PRB's Mother's Day campaign to publicize research about mothers and housework funded by the *Eunice Kennedy Shriver National Institute of Child and Human Development* earned 200 million media impressions, including stories in *The New York Times*, *Washington Post*, *Fortune*, and *Slate*.

## IMPACT

“I have received training from PRB on how to combine religious messaging with scientific data. It has enabled us to be better equipped to do our advocacy work for family planning among married couples.”

**Cheikh Saliou Mbacke, President, Cadre des Religieux pour la Santé et le Développement (Senegal)**



# Progress

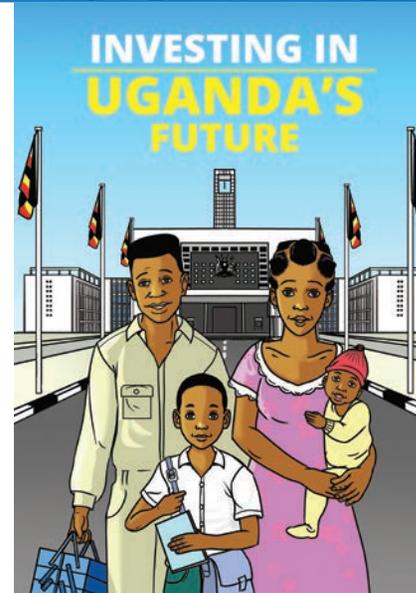
## PACE ADVOCACY YIELDS INCREASED HEALTH BUDGETS IN KENYAN COUNTIES

Budget-advocacy training conducted through the PACE—Policy, Advocacy, and Communications Enhanced for Population and Reproductive Health—project helped achieve health budget increases of up to 8% in Kenya’s Busia, Narok, and Samburu counties.

**+8%**  
Health Budget Increases

## KANO AND KADUNA STATE LEADERS COMMIT TO ENDING CHILD MARRIAGE FOLLOWING ADVOCACY FROM PACE-TRAINED YOUTH LEADERS

Youth advocates in northern Nigeria, trained through the PACE project, secured policy commitments from state leaders by creating and disseminating compelling, evidence-based advocacy videos focused on ending child marriage and increasing access to youth family planning services.



## UGANDA'S MINISTER OF HEALTH PLEDGES SUPPORT FOR INCREASING THE BUDGET FOR FAMILY PLANNING COMMODITIES

After Uganda’s Health Minister read a comic book developed by PRB in partnership with the Coalition for Health Promotion and Social Development Uganda, the Coalition secured her written commitment to support an increased budget for family planning commodities.

## IMPACT

“One precious lesson I learned from PRB is that clear communication of science begins with mastering the science of communication. Only then does the evidence painstakingly gained from scientific studies stand a chance to be heard and heeded.”

Parfait Eloundou-Enyegue, Associate Director, Cornell Population Center, Cornell University



# By the Numbers

3.7M

Materials requested in print or accessed electronically after initial dissemination activities.



106

Journalists participating in PRB-organized events or supported to attend other workshops and conferences.



67,750

Engagements across social media.



7,400

PRB-generated materials used by other organizations and individuals to support their activities.



77

Communities established and/or supported to promote dialogue with decisionmakers.



855

People trained or supported through capacity-building efforts.



104

News stories on health and population issues resulting from PRB activities.



157

Information products published.



# Supporters, Partners, and Contributors

Our work is made possible through the generous support of the following organizations and individuals.

Fiscal year ending September 30, 2019

## SOURCES OF SUPPORT

Annie E. Casey Foundation  
Appalachian Regional Commission  
Association of Monterey Bay Area Governments  
AstraZeneca UK Limited  
Bill & Melinda Gates Foundation  
David and Lucile Packard Foundation  
The Education Trust  
*Eunice Kennedy Shriver* National Institute of Child Health and Human Development  
Georgetown University-Institute for Reproductive Health  
Habitat Seven  
Hubert H. Humphrey Fellowship Program, Emory University, Rollins School of Public Health

Junior Achievement USA  
Lucile Packard Foundation for Children's Health  
Michigan Center on the Demography of Aging, University of Michigan  
NORC at the University of Chicago  
The Palladium Group  
Population Council  
Underwriters Laboratories  
United Nations Population Fund  
United States Agency for International Development  
United States Census Bureau  
William and Flora Hewlett Foundation

## PARTNERS

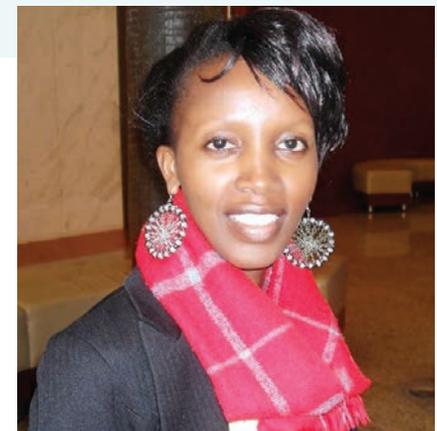
*PRB had the opportunity to collaborate with 78 organizations in 2019.*

Advance Family Planning  
African Institute for Development Policy  
African Union Commission, Human Resources & Youth Division  
American Association for the Advancement of Science  
Association of African Universities  
Association Burkinabé pour le Bien-Etre Familial (ABBEF)  
Association des Femmes Juristes de Côte D'Ivoire  
Association Ivoirienne pour le Bien-Etre Familial (AIBEF)

## IMPACT

“I have reported on sexual and reproductive rights issues for nearly eight years, but it was not until I entered PRB’s Women’s Edition program that I began to see the gaps in my reporting. Now I focus on solution-based articles that explore the dimensions of a problem and provide solutions.”

Joyce Chimbi, Journalist (Kenya)



# Supporters, Partners, and Contributors

## PARTNERS (continued)

Association of Population Centers

Berkley Center for Religion, Peace, and World Affairs, Georgetown University

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 (CRSD)

Canadian Partnership for Women and Children's Health

Center for Excellence in Journalism (Karachi, Pakistan)

The Center for Research on Environment, Health, and Population, Private Services, LLC, Nepal

Centre for the Study of Adolescence (CSA)

Civil Society—Scaling Up Nutrition in Nigeria

Coalition for Health Promotion and Social Development

Communications Consortium Media Center

Converge Development Consultants Ltd

Digital Data System for Development

Deutsche Stiftung Weltbevölkerung (DSW)

Developing Radio Partners

Direction de la Santé de la Mère et de l'Enfant (DSME) of the Ministry of Health and Social Action (MOHSA), Senegal

Education Sub Saharan Africa

Ethiopian Academy of Sciences

Family Planning 2020

FHI 360

Gapminder

General Conference of Seventh-Day Adventists

Global Citizen, LLC

Global Women's Institute

## GOAL

Harvard University, Harvard Center for Population & Development Studies

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 Initiative for Impact Evaluation, Inc. (3ie)

International Social Survey Programme

International Youth Alliance for Family Planning

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Knowledge for Health (K4Health) Project

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National Population Council Ghana

National Population Council Uganda

The Nature Conservancy

O'Hare Data and Demographic Services, LLC

Olam Lang Women Initiative (OLLWI)

ONG Femmes-Santé-Développement

## IMPACT

“I utilize the skills I built through PRB’s Policy Communication program to strengthen the capacity of youth advocates within the sexual and reproductive health space in Kenya. The epic moment was getting a seat at Kenya’s Bill & Melinda Gates Foundation table planning for ICPD.”

Lynette Ouma, International Youth Alliance for Family Planning



# Supporters, Partners, and Contributors

## PARTNERS (continued)

Ouagadougou Partnership Coordination Unit  
 PAI  
 The Palladium Group  
 Pan American Health Organization  
 Pathfinder International  
 Philippine Business for Social Progress, Inc.  
 Planetary Health Alliance  
 Population and Sustainability Network  
 Population Association of America  
 Population Council  
 Population Economics Research  
 Research Council of Norway  
 SERAC-Bangladesh  
 Si Jeunesse Savait  
 The Society of Gynaecology and Obstetrics of Nigeria (SOGON)  
 The White Ribbon Alliance for Safe Motherhood Kenya  
 Women's Action Group Zimbabwe  
 University of South Florida  
 Woodrow Wilson International Center for Scholars  
 Worldwatch Institute  
 Zambian Statistical Agency  
 Zanzibar Nurses Association

Through their contributions, the individuals listed here allowed PRB to fund essential program expansion and organizational innovations during the year.

## CONTRIBUTORS

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	Jennifer Sciubba	
	Victor J. Schoenbach	

\* Denotes contribution of \$500 or more.  
 \*\* Denotes contribution of \$1,000 or more.  
 \*\*\* Denotes contribution of \$5,000 or more.

# Financials

For the fiscal year ended September 30, 2019

## Financial Position

### ASSETS

#### Current Assets

Cash and cash equivalents	\$ 2,734,685
Grants and contracts receivable	810,008
Prepaid expenses and other current assets	152,993
<b>Total current assets</b>	<b>3,697,686</b>

#### Property and Equipment, at Cost

Furniture and equipment	991,354
Leasehold improvements	849,134
Less - accumulated depreciation and amortization	(1,447,742)
<b>Net property and equipment</b>	<b>392,746</b>

Long-term investments 9,971,719

**Total assets** \$ 14,062,151

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts payable and other accrued expenses	\$ 610,272
Accrued compensation	249,033
Deferred dues and subscriptions	14,914
Deferred rent, short term	141,014
Advances received for grants and contracts	2,554,857
<b>Total current liabilities</b>	<b>3,570,090</b>

Long-term deferred rent 565,956

**Total liabilities** \$ 4,136,046

**Net Assets**

Without donor restrictions

Undesignated	\$ 250,000
Designated by Board	9,619,225
<b>Total without donor restrictions</b>	<b>9,869,225</b>

With donor restrictions 56,880

**Total net assets** 9,926,105

**Total liabilities and net assets** \$ 14,062,151

## Activites

### REVENUES

#### Grants, Contracts, and Cooperative Agreements

	Without Donor Restrictions	With Donor Restrictions	Total
Federal Government	\$ 6,054,056	\$ -	\$ 6,054,056
Foundations	4,490,280	-	4,490,280
Investment return, net	229,034	-	229,034
Contributions	39,389	-	39,389
Dues and subscriptions	37,455	-	37,455
Sale of publications	10,511	-	10,511
<b>Total revenues</b>	<b>\$ 10,860,725</b>	<b>-</b>	<b>\$ 10,860,725</b>

### EXPENSES

#### Program Services

International programs	\$ 8,309,982	-	\$ 8,309,982
U.S. programs	1,505,741	-	1,505,741
Communication programs	1,222,303	-	1,222,303
<b>Total program services</b>	<b>11,038,026</b>	<b>-</b>	<b>11,038,026</b>

#### Support Services

Management and general	403,509	-	403,509
Fundraising	56,102	-	56,102
<b>Total support services</b>	<b>459,611</b>	<b>-</b>	<b>459,611</b>
<b>Total expenses</b>	<b>11,497,637</b>	<b>-</b>	<b>11,497,637</b>

#### Decrease in net assets before net realized and unrealized gain on investments

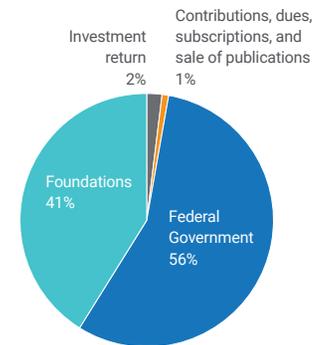
Net realized and unrealized gain on investments	7,789	-	7,789
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**Change in net assets** (629,123) - (629,123)

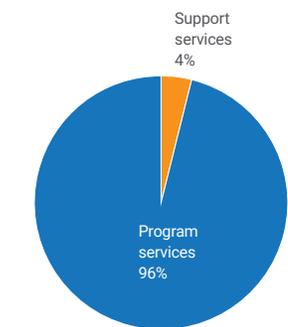
**Net assets, beginning of year** 10,498,348 56,880 10,555,228

**Net assets, end of year** \$ 9,869,225 \$ 56,880 \$ 9,926,105

## 2019 Revenue by Source



## 2019 Expense Ratio



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

Full audited financial statements are available upon request.

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