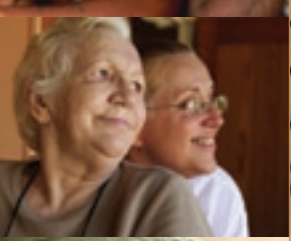
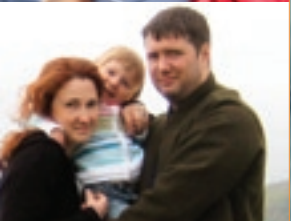


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ANNUAL REPORT 2008



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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that policymakers in developing countries and in the United States rely on sound evidence, rather than anecdotal or outdated information, when creating population, health, and environment policies.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; and Population Futures — 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.

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When resources are even more constrained than usual, policy decisions are truly difficult. In such hard times, accurate data and unbiased research become even more valuable. Nearly every nation finds itself in this situation today.

To use their scarce resources wisely, policymakers in developing countries want to know, for example, where unmet need for contraceptives is the greatest and how to reduce maternal mortality. Policymakers in the United States want to know how children are faring and what challenges the country faces from rapid population aging. On these and many other questions, PRB brings data and research to policymakers, the media, teachers, and the world's citizens. We do our best to inform them in the most useful language and formats and at the most opportune times.



This *Annual Report* highlights just a few of the many ways we accomplish our work. One aspect impresses me so much this year that I want to share it with you. In the last 20 months PRB has produced eight different data sheets! Our annual *World Population Data Sheet*, released each summer, appears on walls and is tucked into briefcases all around the world. This is normal. However, the others are new and different. I suspect that no more than three PRB data sheets have ever appeared in a comparable period before. Here they all are:

- *Population and Economic Development Linkages: 2007 Data Sheet* (April 2007)
- *2007 U.S. Population Data Sheet* (May 2007)
- *2007 World Population Data Sheet* (August 2007)
- *Family Planning Worldwide 2008* (March 2008)
- *2008 World Population Data Sheet* (August 2008)
- *Female Genital Mutilation/Cutting: Data and Trends* (September 2008)
- *Africa Population Data Sheet 2008*, in partnership with the African Population and Health Research Center (October 2008)
- *2008 European Demographic Data Sheet*, in partnership with the Vienna Institute of Demography and the International Institute for Applied Systems Analysis (October 2008)

Some data sheets have been translated into one or more languages, including Arabic, French, German, Spanish, and Thai—for a total of 22 PRB data sheets. Most of them are available on our website. In addition, various of these data sheets were accompanied by press briefings, PRB *Population Bulletins*, webcasts, audiocasts, online discussions, and policy briefs.

For making these data sheets and all our other activities possible, we are grateful to our sponsors. We also value our partners in the United States and around the world. And we greatly appreciate our individual donors. We are ever-mindful that your help is, in a word, *essential* to our operations and growth.

In this era of very limited resources, program managers, policymakers, and the media around the world need the best data and analysis as never before. With your support, we will continue to honor our commitment to our mission: Inform, Empower, Advance.

All the best!

A handwritten signature in black ink that reads "Bill Butz". The signature is written in a cursive, flowing style.

William P. Butz

REPRODUCTIVE HEALTH AND FERTILITY

Highlighting Family Planning. As a leader in synthesizing information for policy audiences, PRB's expertise in creating data sheets assists policymakers, researchers, and program managers with easy-to-use, current information. A new PRB data sheet, *Family Planning Worldwide 2008*, shows the latest estimates of contraceptive prevalence and other key family planning indicators for more than 140 countries. Additional graphs illustrate trends in contraceptive use, projected increases in contraceptive needs, and the gap between desired and actual number of children. We also published a companion policy brief, *Ensuring a Wide Range of Family Planning Choices*. Our work was supported by the U.S. Agency for International Development, through our BRIDGE project. [On the Web at prb.org](#)

PRB works around the world to help partners enhance family planning and reproductive health programs and policies. This work contributes to achieving the Millennium Development Goals and to reducing health inequities.

Reducing Maternal Mortality and Improving Reproductive Health.

We are leading a multiple-country advocacy effort to reduce maternal mortality. Working in four countries, the ENGAGE Project, "Eliminating National Gaps—Advancing Global Equity," fosters the policy environment necessary to strengthen comprehensive reproductive health services. Along with our partner, the Gapminder Foundation, we are developing multimedia presentations that examine the health and development consequences of inadequate reproductive health programs and services. These presentations will raise awareness and increase policy dialogue on improving reproductive health and reducing maternal mortality by reaching out to policy audiences at national and subnational levels.

Repositioning Family Planning. In recent years, global health issues such as HIV/AIDS and malaria have displaced family planning as a priority for funding and technical assistance. As a result, many family planning efforts are still nascent, and fertility levels remain high in much of the world. To refocus attention on family planning programs in West Africa, PRB collaborated with the West Africa Health Organization, the World Health Organization/AFRO, and the Academy for Educational Development to train 36 professionals from eight West African countries in how to advocate for strengthening family planning services to high-level policymakers and opinion leaders. The participants used a new family planning advocacy toolkit, *Repositioning Family Planning: Guidelines for Advocacy Action*, also authored by PRB staff. [On the Web at prb.org](#)

Engaging International Media on Reproductive Health Topics. Supporting high-quality reporting on reproductive health is one way that PRB helps mobilize civil society around health issues. This year we organized bimonthly seminars for journalists in East Africa (Tanzania, Uganda, and Kenya) that have contributed to greater coverage of reproductive health issues in print and electronic media. With support from the Ford Foundation, PRB produced *Sexual and Reproductive Health in the Middle East and North Africa: A Guide for Reporters*. PRB has also been involved for years in building the capacity of Haitian journalists to more effectively report on reproductive health issues. As part of this ongoing endeavor, PRB took six Haitian journalists on a 10-day study tour to Senegal, where they learned about reproductive health programs and media efforts and then reported on these issues in Senegal and Haiti. [On the Web at prb.org](#)

CHILDREN AND FAMILIES

PRB works closely with U.S. and international advocacy groups to inform decisionmakers about trends in child well-being.

Ensuring the Well-Being of Children. The KIDS COUNT project of the Annie E. Casey Foundation provides policymakers with an annual report card on the well-being of America's children. As we have done for the past 16 years, we again this year provided data analysis and other technical assistance to the project, including the *2008 KIDS COUNT Data Book* and the KIDS COUNT online data system. We summarized the findings of a telephone survey of congressional staff members, commissioned by the Casey Foundation to assess awareness, use, and perceptions of the project. PRB, Child Trends, and Casey Foundation staff published *States Ranked on the Basis of Child Well-Being for Children in Low-Income Families*. We also collaborated with the Annie E. Casey Foundation, the Canadian Council on Social Development, and Red por los Derechos de la Infancia en Mexico on a report documenting the economic well-being of children in Canada, Mexico, and the United States. [On the Web at prb.org](#)

Helping Child Advocates. To provide a more detailed community-by-community picture of the educational, social, economic, and physical well-being of children, the Annie E. Casey Foundation funds a nationwide network of state-level KIDS COUNT projects. PRB led a series of workshops to help this network of child advocates learn to access and use data from the American Community Survey and other sources to measure and track the status of children in their communities.



GLOBAL HEALTH

Abandoning Female Genital Mutilation/Cutting. A decade ago, little data existed on the prevalence of FGM/C. But through efforts to draw attention to FGM/C and to incorporate questions on it into demographic and health surveys, we now have a great deal of information on prevalence and trends. *Female Genital Mutilation/Cutting: Data and Trends*, is a new and unique data sheet that highlights FGM/C data and information for 27 countries. This data sheet is proving to be useful to those working for the abandonment of FGM/C and for the improvement of women’s reproductive health. [On the Web at prb.org](#)

Communicating Health Priorities. Because resources are insufficient to address the world’s health needs, policymakers need guidance about interventions and strategies to use available funding efficiently. As part of the Disease Control Priorities Project, funded by the Bill & Melinda Gates Foundation, PRB’s “Communicating Health Priorities Project” publishes a range of resource materials that assess disease control priorities and inform health policymaking in developing countries. This year, we published 20 factsheets and two policy briefs. PRB also launched a Web-exclusive “Conference and Workshops Tool” of 54 presentations by DCPD contributors. [On the Web at dcp2.org](#)

Stopping Gender-Based Violence. With funding from USAID, PRB organized several events that focused on gender-based violence. One focused on “femicide” (the murder of women by intimate partners), a topic that has implications for international health and development. Another examined efforts to monitor and evaluate programs designed to reduce gender-based violence. A third gathering addressed innovative community-based strategies to reduced gender-based violence, and highlighted experiences in Tanzania, Uganda, and Guatemala. PRB also co-facilitated, with African Consultants International, a first francophone Africa regional policy communication workshop on gender-based violence, in Saly, Senegal.

Using and Communicating Research for Policy. In 2007, program officers at United Nations Population Fund (UNFPA) in Mongolia and at the National Statistical Office (NSO) of Mongolia asked PRB to help them take advantage of a rich but little-used store of data on social programs. In particular, they wanted to help mid-level policymakers and program planners better use data to create policies and to evaluate existing policies and programs. With funding from UNFPA’s Mongolia office and the Fred H. Bixby Foundation, we facilitated a one-week workshop in Ulaanbaatar, Mongolia, on using and communicating research for policy. The workshop included 14 population and health experts, and focused on strategic planning for data use as well as improving policy communication skills.

PRB contributes to reducing the burden of disease in developing countries, with a special focus on the poor, by providing information on critical health issues and cost-effective approaches to addressing them.

POPULATION AND ENVIRONMENT

Focusing Global Attention on PHE. PRB brought renewed global attention to the intersection of population, health, and the environment through two conferences. In November 2007, more than 200 development practitioners, policymakers, and researchers gathered for the first regional conference on “Population, Health, and Environment: Integrated Development for East Africa,” in Addis Ababa, Ethiopia. In March, PRB collaborated with Filipino stakeholders in hosting the Third National PHE Conference, which brought together 326 national and international representatives from government, civil society, and the private sector. This conference highlighted successful models of PHE service integration and provided a forum for sharing experiences and best practices. These PHE activities were funded by the David and Lucile Packard Foundation and USAID.

Adding Value From an Integrated Development Strategy. One of the strengths of our PHE effort is helping policymakers understand the benefits of linking health service delivery, family planning information and services, and conservation and livelihood efforts. To raise awareness of the benefits of integrated development efforts, PRB’s Population, Health, and Environment program organized a session at the World Conservation Congress in Barcelona, Spain, in conjunction with the Woodrow Wilson Center Environmental Change and Security Project. In our session, presenters from Nepal, the Philippines, and Uganda discussed their country projects, which are built on this powerful development strategy.

PRB helps program managers and decisionmakers engage in more sustainable development practices by addressing critical links between population, health, and the environment.



POPULATION FUTURES

Finding and Using the Best Immigration Data. Immigration is a polarizing topic in the United States, with people sharply divided about whether it is a positive or negative force for the country. Underlying these strong opinions are assumptions about the number and characteristics of foreigners living in the United States. What are the data behind these assumptions and how credible is the information? To answer these kinds of questions, the Migration Policy Institute and PRB produced the report *Immigration: Data Matters*, and planned a seminar on how to find and use the most accurate and accessible data on immigration. PRB also published a *Population Bulletin* on international migration and one on America's immigrant black population, and held a PRB Discuss Online on managing unauthorized migration. [On the Web at prb.org](#)

Population is at the core of many pressing global challenges. PRB focuses a population lens on aging, gender, migration and urbanization, and inequality and poverty.

Analyzing the Differences in Health and Mortality Among Urban and Rural Elderly Chinese. Strong economic growth has led to remarkable urbanization in China. As China continues its rapid economic development, differences between urban and rural life with respect to health environments are widening. But existing information on urban-rural health differences is based mostly on the experiences of developed countries, and not enough information is available in developing countries. Even less is known about urban-rural health differences among the elderly population. In collaboration with researchers from the China Research Center on Aging, Capital Medical University, and the University of Utah, PRB is analyzing three survey datasets on the Chinese elderly to describe differences in health and mortality between urban and rural elderly and to provide a better understanding of these differences by looking at a wide range of explanatory factors such as socioeconomic status, health behaviors, health care access, social support, and community infrastructure. This work is funded by the National Institute on Aging.

Assessing Elderly Well-Being. The current trend of rapid population aging is posing significant economic, social, and political challenges for nations around the world. However, the lack of a standard summary index of elderly well-being hampers assessment of the effects of policies and programs on the elderly, and inhibits one nation learning from the success of another. To fill this gap, PRB is developing a composite index for cross-national comparison of elderly well-being using survey data from a select set of countries, including the United States, England, Mexico, Korea, and the countries covered in the Survey of Health, Ageing and Retirement in Europe. This work is funded by the Global Aging program at the Stanford Center on Longevity.

BUILDING COALITIONS AND MOBILIZING CIVIL SOCIETY

Broadening PRB's Dissemination Capabilities. PRB's websites (in English, French, and Spanish) continue to grow—in content and in number of visitors. During this past year, 1 million unique visitors used the PRB website, and viewed 4.2 million pages. On average, we publish 12 to 15 Web-exclusive articles and other reports each month covering 13 topic areas and six world regions. We mailed more than 110,000 printed copies of our publications to our audiences worldwide, and more than 933,000 files were downloaded from PRB's website. We published four *Population Bulletins*: "Immigration and America's Black Population"; "Managing Migration: The Global Challenge"; "U.S. Labor Force Trends"; and "World Population Highlights: Key Findings From PRB's 2008 World Population Data Sheet." With continued funding from USAID, the William and Flora Hewlett Foundation, and the David and Lucile Packard Foundation, PRB released the 2008 edition of our popular *World Population Data Sheet* at a press briefing in August. This year's theme was the widening of the global demographic divide. Press coverage included VEJA magazine (Brazil), CNBC Africa, Yonhap (South Korea), USNEWS.com, the Associated Press, Voice of America, BBC Worldwide Monitoring, EFE News Service (Mexico), and Radio Free Asia. Media stories using the data sheet's data and analysis will continue to be published throughout the year, in newspapers and magazines, on the Web, and through broadcast outlets around the world. And PRB podcasts, webcasts, and blogs give our Web visitors cutting-edge ways to learn about population, health, and the environment. [On the Web at prb.org](#)

By making information accessible and by facilitating dialogue between data producers and users, PRB contributes to informed decisionmaking around the world.

Partnering With the African Population and Health Research Center. PRB and APHRC, in an expanded and exciting partnership, published a wallchart focusing exclusively on Africa, the *Africa Population Data Sheet 2008*. The data and accompanying graphics highlight population, HIV/AIDS, education, economic, and maternal and child health trends in Africa. Examples of data include fertility rates, HIV/AIDS prevalence, net school enrollment, and percentage of teen pregnancies. Funding for this project was provided by the William and Flora Hewlett Foundation and the Rockefeller Foundation. [On the Web at prb.org](#)

Translating Recent Findings From U.S. Demographic Research. PRB continues to translate and disseminate population and health research results to nontechnical audiences. With funding from the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, PRB and the Johns Hopkins Population Center held our second annual Symposium on Policy and Health, “Next Steps in Controlling HIV in Africa: Behavior, Biology, or Both?” This symposium was also webcast. And, with funding from the University of Michigan and the National Institute on Aging, PRB published seven issues of our e-newsletter *Today’s Research on Aging*, and taped three webcast interviews with researchers about disability trends among the elderly, population aging, and mortality. [On the Web at prb.org](#)

Helping Nontechnical Audiences Use the American Community Survey. The American Community Survey (ACS) is a relatively new nationwide survey from the U.S. Census Bureau designed to provide annual demographic, housing, and socioeconomic data for states and local communities. We collaborated with the Council of Professional Associations on Federal Statistics and U.S. Census Bureau staff on two new user guides for the ACS. Our guides are written for general data users and for high school teachers. We also prepared four PowerPoint presentations that the Census Bureau used in the development of training materials for their ACS website. [On the Web at census.gov/acs/www/UseData/Compass/compass_series.html](http://census.gov/acs/www/UseData/Compass/compass_series.html)

Assessing the Size and Characteristics of the U.S. Science and Engineering Workforce. Globalization is contributing to the ongoing debate about whether the United States has a shortage of scientists and engineers and is too dependent on foreign talent. Through a grant from the Alfred P. Sloan Foundation, PRB staff investigated the current characteristics and trends in the U.S. science and engineering (S&E) workforce. For the PRB website, we developed occupational profiles of high-tech workers in 47 different science and engineering occupations. PRB staff authored a *Population Bulletin* and held an online discussion on trends in the U.S. labor force. The Sloan Foundation also approved two follow-on projects to expand our analysis of U.S. data on the S&E workforce and to investigate the feasibility of compiling comparable international indicators. [On the Web at prb.org](#)

Informing Journalists About U.S. Population Growth and Diversity. We remain committed to informing the media about important demographic trends in the United States. This year, we conducted original analyses and wrote a series of Web-exclusive articles describing the new U.S. population estimates and population projections released by the U.S. Census Bureau, and as well as trends in racial/ethnic composition, child poverty, rural population change, and immigration. On these and other U.S. population topics, PRB staff were interviewed by NBC Nightly News, the New York Times, National Public Radio, USA Today, the Washington Post, and dozens of other media outlets. [On the Web at prb.org](#)

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Fogarty International Center, U.S. National Institutes of Health
Futures Group International
Bill & Melinda Gates Institute for Population and Reproductive Health, Johns Hopkins University
Guttmacher Institute
Gynuity Health Projects
Hopkins Population Center, Johns Hopkins University
Institute of International Education
Institute of Public and International Affairs, University of Utah
InterMedia
International Center for Journalists
International Center for Research on Women
International Federation of Gynecology and Obstetrics
International Partnership for Microbicides
IntraHealth International
Ipas
Jane Goodall Institute
John Snow, Inc.
Macro International, Inc.
Management Sciences for Health
Marie Stopes International
Medical Research Council of South Africa
Michigan Center on the Demography of Aging, University of Michigan
Migration Policy Institute
National Audubon Society
National Center for Marriage Research, Bowling Green State University
National Committee for Maternal and Neonatal Health, Pakistan
National Coordinating Agency for Population and Development, Kenya
National Statistical Office of Mongolia
Pan American Health Organization
PATH
PATH Foundation Philippines, Inc.
Philippine Legislators' Committee on Population and Development Foundation, Inc.
Population Action International
Population Association of America
Population Council
Population Foundation of India
Population Media Center
Population Resource Center
Red por los Derechos de la Infancia en Mexico
Sabre Systems, Inc.
SantéNet, Madagascar
School of Public Health, Makerere University, Uganda
Soul City Institute, South Africa
Tostan
Union for African Population Studies
United Nations Children's Fund
Venture Strategies for Health and Development
West African Health Organization
Woodrow Wilson International Center for Scholars
World Bank
World Conservation Union
World Health Organization
World Wildlife Fund

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Development Office: 202-939-5466
E-mail: popref@prb.org Website: www.prb.org

STATEMENTS OF

FINANCIAL POSITION

For the fiscal year ended September 30, 2008

ASSETS

CURRENT ASSETS

Cash and cash equivalents	\$4,144,828
Accounts receivable	534,194
Prepaid expenses and other current assets	55,240

Total current assets **4,734,262**

PROPERTY AND EQUIPMENT, AT COST

Furniture, equipment, and leasehold improvements	844,094
Less—accumulated depreciation and amortization	<572,900>

Net property and equipment **271,194**

Long-term investments **4,679,880**

Total assets **9,685,336**

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable and other accrued expenses	227,668
Accrued compensation	126,753
Deferred dues and subscriptions	55,475
Deferred rent	48,986
Deposits/subleases	15,714
Advances received for grants and contracts	3,562,154

Total current liabilities **4,036,750**

Long-term deferred rent **194,812**

Total liabilities **4,231,562**

NET ASSETS

Unrestricted	250,000
Unrestricted—Board/designated	5,151,894
Permanently restricted	51,880

Total net assets **5,453,774**

Total liabilities and net assets **\$9,685,336**

ACTIVITIES

For the fiscal year ended September 30, 2008

	UNRESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUES, GAINS, AND OTHER SUPPORT			
GRANTS AND COOPERATIVE AGREEMENTS			
U.S. Government	\$2,528,069	\$ —	\$2,528,069
Foundations	6,173,193	—	6,173,193
Contributions	292,301	—	292,301
Dues	96,915	—	96,915
Sale of publications	41,478	—	41,478
Interest and dividends	528,740	—	528,740
Total revenues	9,660,696	—	9,660,696
EXPENSES			
PROGRAM SERVICES			
International programs	6,327,496	—	6,327,496
Communications	1,008,959	—	1,008,959
Domestic programs	1,215,054	—	1,215,054
Total program services	8,551,509	—	8,551,509
SUPPORTING SERVICES			
Management and general	459,997	—	459,997
Fundraising	76,427	—	76,427
Total expenses	9,087,933	—	9,087,933
Increase in net assets before realized and unrealized gains	572,763	—	572,763
Realized and unrealized losses on investments	<1,417,685>	—	<1,417,685>
Change in net assets	<844,922>	—	<844,922>
Net assets, beginning of year	6,246,816	51,880	6,298,696
Net assets, end of year	\$5,401,894	\$51,880	\$5,453,774

Full audited financial statements are available upon request.

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Highlights of the 2008 Annual Report

REPRODUCTIVE HEALTH AND FERTILITY

- Highlighting Family Planning
- Reducing Maternal Mortality and Improving Reproductive Health
- Repositioning Family Planning
- Engaging International Media on Reproductive Health Topics

CHILDREN AND FAMILIES

- Ensuring the Well-Being of Children
- Helping Child Advocates

GLOBAL HEALTH

- Abandoning Female Genital Mutilation/Cutting
- Communicating Health Priorities
- Stopping Gender-Based Violence
- Using and Communicating Research for Policy

POPULATION AND ENVIRONMENT

- Focusing Global Attention on PHE
- Adding Value From an Integrated Development Strategy

POPULATION FUTURES

- Finding and Using the Best Immigration Data
- Analyzing the Differences in Health and Mortality Among Urban and Rural Elderly Chinese
- Assessing Elderly Well-Being

BUILDING COALITIONS AND MOBILIZING CIVIL SOCIETY

- Broadening PRB's Dissemination Capabilities
- Partnering With the African Population and Health Research Center
- Translating Recent Findings From U.S. Demographic Research
- Helping Nontechnical Audiences Use the American Community Survey
- Assessing the Size and Characteristics of the U.S. Science and Engineering Workforce
- Informing Journalists About U.S. Population Growth and Diversity



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