I promote Population Connection [...] because of the women and men who have no ability to access family planning services, who have to walk many miles to health clinics.

—Linda DeStefano, community activist and ZPG Society member
Our supporters have helped to make Population Connection’s Population Education program (PopEd) the leading source for K-12 curricular materials and professional development on human population trends. PopEd prepares young people to make educated decisions about their futures and the future of our global society and environment. Four out of five teachers report that they discover a change in their students’ thinking regarding population growth after presenting PopEd materials in their classrooms.
In 2013, we further expanded our reach, conducting 554 teacher and student teacher workshops across the United States, the U.S. territories, and abroad. We hosted workshops for school districts, at state and national conferences, and with new and future teachers studying at over 150 campuses nationwide. We reached 10,328 teachers.

Our teacher outreach wouldn’t be possible without the invaluable work of volunteers, who facilitate three-quarters of our workshops. More than 400 K-12, university, and non-formal educators nationwide provided an in-kind contribution of more than $250,000 worth of their time in 2013.

We hosted our annual, weekend-long Leadership Institute in Chapel Hill, North Carolina, preparing educators from around the region and country to facilitate workshops in their local communities. We sponsored attendance for 35 university educators from 18 states in 2013—and they left the event excited to contribute their talents to Population Education as future volunteers.

PATHWAYS TO POPULATION STABILIZATION AND A HEALTHY U.S. ECONOMY

Population Connection hosted a national research project and symposium to rebuff cries in the media and by lawmakers for Americans to have more children—many citing possible economic downturns as our population ages and the proportion of working-age adults shrinks. More than 80 economists, gerontologists, sociologists, policy makers, and students learned from an expert panel of speakers on the topic, including Dr. David Bloom of the Harvard School of Public Health and Dr. Hania Zlotnick, former Director of the United Nation's Population Division and a Population Connection Board Member.

The symposium’s message emphasized how our country can offset potentially negative effects on the national economy posed by an aging population if we increase the quality of the workforce through better education, lifelong learning, and health care.

In tandem, we released a major research project that asked 32 experts on demography, economics, and aging about their concerns for America’s aging population. Respondents believed that our national conversation should shift to how we can include often-marginalized people in the workforce—particularly young people, women, minorities and older workers who wish to continue working or start encore careers. As one interviewee commented:

“’We should focus on the quality of the people we have. Leaders get very worried about shrinking population as a political issue, but there is no evidence that it is an economic issue. Rather, improvements in the quality of people in the workforce are essential to sustain an aging population and a shrinking workforce.’

—Anonymous

For more information, or to download the full report, visit www.popconnect.org/pathways.
The solution to rapid population growth is ensuring that women everywhere gain access to modern contraception and reproductive health care—pure and simple. To achieve this, our Field & Advocacy program is developing a core group of activists across America who recognize the need for global population stabilization.

Population Connection amplifies their voices—broadcasting the population stabilization message loud and clear in Washington, D.C. We work year after year to identify and cultivate new activists on this issue, so that people from all walks of life realize the implications of unending population growth for human health, well-being, and the natural world we all share.

IN THE FIELD AND ON THE HILL . . . MAKING THE “POPULATION CONNECTION”

“You might not care about religion, but religion cares about you.”

—Jon O’Brien, President of Catholics for Choice and keynote speaker at Capitol Hill Days 2013

CAPITOL HILL DAYS 2013

Capitol Hill Days is the largest grassroots population advocacy conference of its kind. People come from around the U.S. to Washington, D.C. to learn from experts on population and family planning issues. Most importantly, they learn how to become effective advocates, and the weekend culminates with everyone personally lobbying their own senators and representatives on Capitol Hill—letting our nation’s leaders know that their constituents deeply care about—and demand—additional funding for family planning programs.

In 2013, over 100 of our population advocates lobbied nearly 80 congressional offices. When Rep. Joyce Beatty’s (D-OH) office couldn’t accommodate all 37 Population Connection advocates from Columbus, the staffer hosting the lobby meeting improvised and held it in the hallway of the Cannon House Building!
POPULATION EDUCATION HIGHLIGHTS

- Debuted a new program website, www.populationeducation.org, featuring dozens of downloadable lessons, a workshop finder, “how to” videos, state-by-state standards correlations, presentation slides, and so much more.

- Released a new edition of Teaching Population: Hands-on Activities, Version 5.0, which we distribute for free during our Population Education workshops. The CD includes age-appropriate, hands-on activities, student readings, and background materials for teachers to seamlessly integrate lessons on population growth into their classrooms.

- Aligned all PopEd activities with the Common Core State Standards and the Next Generation Science Standards, just released in 2013.

- Hosted our 2nd Annual Student Video Contest, garnering 567 entries from high school students in 37 U.S. states, American Samoa, and 18 countries abroad. Students demonstrated the impact of population growth on the global status of women and girls, wildlife habitats, or food security. All spent multiple hours researching their subject to create 45-second public service announcements raising awareness about the perils of unsustainable population growth.

FIELD & ADVOCACY

- Raised awareness about population growth on college campuses across the country—from Seattle to Ohio to North Carolina—with classroom discussions, documentary film screenings, and special guest lectures from President John Seager.

- Hosted more than 100 activists—most of them college students—to participate in our annual population advocacy training event, Capitol Hill Days, where advocates lobbied nearly 80 members of Congress to increase family planning aid and remove restrictions from women’s health care providers abroad.

- Supported champions in the House and Senate in circulating “sign-on letters” in support of increased funding for U.S. family planning programs at home and overseas, as well as the UN’s family planning agency, UNFPA.

- Prompted our members to send over 30,000 messages and petitions to Congress on issues such as:
  - Supporting the Affordable Care Act birth control benefit.
  - Asking Congress to “stop the lies” told to women seeking abortion counseling at “crisis pregnancy centers.”
  - Calling for legislation preventing the future imposition of the Global Gag Rule—a policy that denies U.S. aid to many of the most experienced, effective, and respected providers of reproductive health services in the developing world.

- Created an affiliated organization, the Population Connection Action Fund, to help more effectively organize our grassroots base and advocate with policy makers on issues of international family planning and global population growth.
REVENUE AND OTHER SUPPORT
$5,891,168*

- Contributions 80%
- Membership 12%
- Grants 1%
- Net assets released from donor restrictions 0.6%
- Investment income 1%
- Other revenue 0.4%
- In-kind contributions 5%

* $779,116 recorded in 2013 includes pledges and other revenue reported but not received in 2013.

EXPENSES
$4,611,726

- Communications 30%
- Field & Outreach 8%
- Membership Services 13%
- General & Administrative 6%
- Fundraising 11%
- Government Relations 9%
- Population Education 23%
- Contributions 5%
- Membership 12%
- Grants 1%
- Net assets released from donor restrictions 0.6%
- Investment income 1%
- Other revenue 0.4%
- In-kind contributions 5%

FINANCIALS

BOARD OF DIRECTORS | June 2014

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Stacey Young, JD (Vice Chair), Attorney
Hania Zlotnik, PhD, Former Director of the Population Division of the United Nations

Affiliations for identification purposes