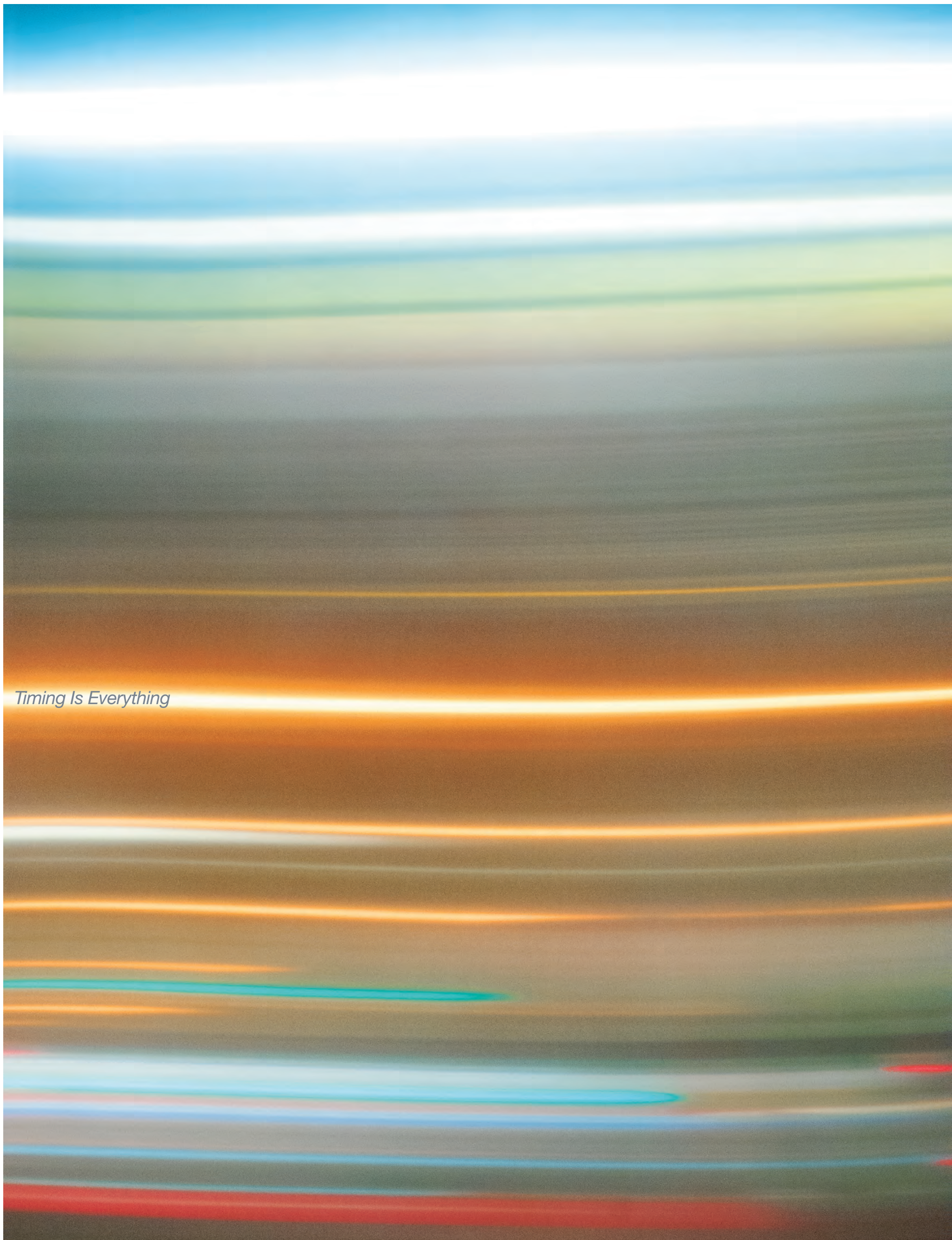


The Guttmacher Institute advances sexual and reproductive health through an interrelated program of social science research, policy analysis and public education designed to generate new ideas, encourage enlightened public debate and promote sound policy and program development.



2013 ANNUAL REPORT

Timing Is Everything



Dear
Friends,

Timing is everything.

That old adage is the perfect theme for our 2013 Annual Report. Over the last year, the Guttmacher Institute once again demonstrated an uncanny ability to anticipate emerging issues and then marshal the evidence needed to inform the debates. We've honed that ability over our more than 45 years, and it's one of the keys to our success.

This report gives us an opportunity to highlight a year of important accomplishments and to acknowledge the crucial roles played by everyone who has had a hand in making the Institute the thought leader that so many of you rely on. These achievements were made possible only by the contributions of our staff, our Board of Directors and supporters like you.

Day in and day out, the Guttmacher Institute strives to produce the highest-quality policy-relevant research and analysis, and then works to ensure that the evidence needed to inform the debate at critical times gets in the hands of policymakers, advocates and colleagues positioned to use it to promote better policies and programs. The vignettes in this report illustrate just a few of the Institute's successes in this regard, in the United States and worldwide. For example, when the federal contraceptive coverage guarantee was heading for a challenge in the Supreme Court, we were there with evidence documenting the positive impact of the policy on women's out-of-pocket costs for birth control methods. When advocates in Mexico softened the ground for reforming two of the nation's key reproductive health policies, we were poised to release new evidence that eventually helped push through these critical changes. And prior to the flurry of media activity around the 40th anniversary of *Roe v. Wade*, we equipped thousands of journalists with data-rich graphics illustrating the key facts on abortion, helping to bring the evidence to the public conversation.

As many of you know, these accomplishments were made in the face of trying circumstances. Last year brought the retirement of Dr. Sharon Camp, the Institute's fourth president and CEO, whose decade of leadership saw the Institute grow in size and prestige. We also endured the tragic death of Cory L. Richards, our executive vice president and vice president for public policy, who played a pivotal role in guiding Guttmacher's work over a remarkable 38-year career. Yet, despite these losses, we continued to move forward, producing the high-quality and—yes—timely information that the field depends on. That, in many ways, is a tribute to Sharon and Cory and the strength of the organization on which they left an indelible imprint.

Sincerely,

The Guttmacher Institute Management Team

Thank You
Sharon Camp

Following 10 years of outstanding leadership, Dr. Sharon Camp retired as President & CEO of the Guttmacher Institute in July 2013. A passionate advocate for sexual and reproductive health and rights who had deep reverence for the role of research in shaping public policy, Sharon personified the Institute's unique blend of science and action. During her tenure, she led the Institute through its evolution into the leading think tank in its field, raising Guttmacher's profile both in the United States and globally. She oversaw a dramatic expansion of the Institute's international activities, the successful launch of a sophisticated communications strategy, and the emergence of Guttmacher as one of the most influential organizations in the sexual and reproductive health arena.

Sharon's successful leadership of the Institute was just the latest chapter in a distinguished four-decade career in the field that was as successful as it was wide-ranging. Her numerous achievements include drafting the landmark ICPD Programme of Action in 1994 and bringing emergency contraception onto the U.S. market through Women's Capital Corporation, the pharmaceutical company she founded. As she moves into a new chapter in her life and career, we thank Sharon for her peerless contribution to advancing sexual and reproductive health and rights worldwide, and for her 10 years of tremendous service at the helm of the Institute.

Visit the video resources page of the Guttmacher Web site to watch Sharon's "Evidence in Action" video, 2012

<http://www.guttmacher.org/media/video/>

Published a combined **23 fact sheets** and **Issue Briefs** Published **19 News in Context** features Worked with **38 research partners** in 23 countries Published **8 op-eds**, blog posts and letters to the editor Worked with **7 communications partners** in 7 countries **4-star rating** from Charity Navigator for the fourth year in a row Authored **21 articles** published in peer-reviewed scientific journals Pinned **65 images** onto 11 boards on Guttmacher's Pinterest page Published **16 reports** on domestic, global and country-specific SRH issues Gave **43 oral presentations** and presented 2 posters at scientific meetings Launched **2 videos**, which had a combined total of 4,400 views Tracked **1,011 state legislative proposals** and disseminated **43 state-issue toolkits** Disseminated **4 state legislative roundups** to media, advocates and policymakers Created **10 infographics** in various languages Published **16 articles** and 4 For the Record pieces in the **Guttmacher Policy Review** Facebook: **417 posts** and nearly **10,000 followers** at year end (an increase of 44% since 2012) Twitter: more than **700 tweets** and nearly **15,000 followers** at year end (an increase of 54% since 2012) Named nation's **top-ranked** reproductive health and rights organization for the second consecutive time, according to **Philanthropedia** More than **1.7 million views** of our State Center and more than **1.2 million views** of our **State Policies in Brief** Disseminated **4 issues** of the **State News Quarterly** e-newsletter to **1,959 subscribers** and **1,338 state legislators** Provided technical assistance to advocates and policymakers related to Medicaid family planning expansions in **6 states**, staff from the federal Centers for Medicare and Medicaid Services and the Centers for Disease Control and Prevention Guttmacher.org received nearly **6.6 million page views** and **3 million visits**, with a daily average of more than **7,100 visits** Published **4 issues** of **Perspectives on Sexual and Reproductive Health**, comprising 20 research articles, 27 digests and 1 Viewpoint Garnered **13,670 print and electronic media citations; 770 total** print, TV and radio broadcast interviews; and **9,130 citations** in the blogosphere **Top 10 countries** with most site visits: United States, United Kingdom, India, Canada, Philippines, Australia, South Africa, Indonesia, Nigeria and Malaysia Published **4 issues** of **International Perspectives on Sexual and Reproductive Health**, comprising 19 research articles, 1 special report and 22 digests, plus **2 special issues**, 1 in Spanish and 1 in French.

Protecting the Contraceptive Coverage Guarantee

Guttmacher's body of work on the Affordable Care Act's contraceptive coverage guarantee was instrumental in informing policy discussions, coverage by reporters, editorial writers and columnists, and advocates' messaging. The coverage guarantee was the subject of nearly constant attack and debate throughout the year, and we provided a steady and multifaceted stream of materials that were critical in helping advocates and other stakeholders keep the evidence front and center and push back effectively against opposing interests. The following are some examples of our efforts.

- We documented the need for the ACA's reform by showing that large numbers of women lack coverage (*Almost 13 Million Women of Reproductive Age Were Uninsured in 2012*), that disparities in levels of unintended pregnancy by income are widening (*Unintended Pregnancy Remains a Persistent Problem in The United States—Disparities by Income Continue to Grow*) and that taxpayers pay a steep price for unintended pregnancy (*Births Resulting from Unintended Pregnancies Cost Federal and State Governments \$12.5 Billion in 2008*).
- We closely monitored the twists and turns as the administration sought to develop policy to implement the contraceptive coverage guarantee (*New Rules Aim to Find Workable Compromise for Contraceptive Coverage Guarantee*, *New Rules Detail Compromise for Contraceptive Coverage Guarantee*, *U.S. Supreme Court Takes Up Contraceptive Coverage Guarantee*, and *Obama Administration Further Clarifies Federal Contraceptive Coverage*).
- As the Supreme Court was poised to review the guarantee, Guttmacher released the first data showing that even in its earliest days, the requirement was having a noticeable impact on women's coverage (*Study Shows Surge in Privately Insured Women Obtaining Oral Contraceptives with No Out-of-Pocket Costs*).

And finally, when the Court heard arguments in the case, our amicus brief made sure that the justices had easy access to the whole body of evidence needed to clarify key points: Contraceptive methods differ dramatically in their effectiveness in preventing unintended pregnancy; methods are not interchangeable medically, or in terms of their appropriateness or ease of use for a given woman at a given point in her life; and cost is a substantial barrier to women's ability to choose and use the best method for them based on their individual circumstances and health needs. (Although the brief was presented to the Supreme Court in 2014, our work was well under way in 2013.)

Using Data Visualization to Drive Change

Guttmacher's innovative use of data visualization—including infographics, motion graphics and interactive maps—to present data in clear, easy-to-grasp visual formats grew in both number and impact in 2013. Without a doubt, our forward thinking and timely release of powerful graphics changed the way our issues were discussed, and informed debates with scientific evidence to support women's reproductive rights and access to services. Three projects were particularly notable.

- **Abortion in the United States:** To mark the 40th anniversary of *Roe* and help ensure that the national debate on abortion is guided by facts, we created a series of infographics that distilled a wealth of information into five snapshots of abortion in the United States today. These graphics played an important role in shaping media coverage around the anniversary and attracted extensive attention among advocates and others, becoming the quick reference tool of choice in helping to keep the discussion evidence-based. Our behind-the-scenes conversations with columnists, editorial writers and reporters also helped frame reporting around the anniversary.
- **Abortion Worldwide:** This infographic—released in English, French and Spanish—reached nearly 100,000 people, including prominent social media followers who posted the graphics on their own pages and Web sites. The graphics were used to promote the Global Day of Action for Access to Safe and Legal Abortion in September. The Spanish version “went viral” on Facebook and was used extensively by the CLACAI network of Latin American advocates for access to legal abortion.
- **Contraception Is Highly Effective:** This graphic made it crystal clear that when used correctly, modern contraceptives are highly effective; it categorically refuted claims by anti-contraception activists that access to contraception somehow leads to more unintended pregnancies and abortions.

Ensuring Ongoing Support for Publicly Funded Family Planning Services

With contraception emerging as a front-page issue for the first time in decades, and with the impending implementation of the Affordable Care Act raising questions about the ongoing need for publicly supported family planning services, Guttmacher released a stream of data and analyses that documented the continuing and critical role these services continue to play in ensuring access for the most disadvantaged women. We made that case through a series of reports and journal articles, pieces in the *Guttmacher Policy Review*, news releases, *News in Context* pieces and a motion graphic, and ensured that these materials informed press coverage and reached the policymakers and advocates who could use them most effectively. These publications included a ground-breaking literature review—*The Social and Economic Benefits of Women’s Ability to Determine Whether and When to Have Children*—and new Guttmacher research showing the critical contribution that publicly funded family planning makes in enabling women to avoid unintended pregnancy, the savings to taxpayers from helping women avoid pregnancies they do not wish to have and the extent to which family planning centers are the only source of health care for many low-income women. All of this evidence was incorporated into the video *Publicly Supported Family Planning Services Are Essential*, which was released in both English and Spanish. In addition, a series of articles in the *Guttmacher Policy Review* (“Besieged Family Planning Network Plays Pivotal Role,” “Vigilance Needed to Make Health Reform Work for ‘Essential Community Providers,’” and “Title X: An Essential Investment, Now More Than Ever”) demonstrated the continuing need for the Title X national family planning program and the nationwide network of safety-net family planning providers.

Promoting Family Planning and Safe Delivery in the Developing World

Building on our history of conducting rigorous research to support access to family planning and maternal care in those places where such access is most lacking, Guttmacher conducted two studies documenting the ongoing need for these services among the world’s poorest women. We strategically released one and highlighted the other during the global Women Deliver Conference in Kuala Lumpur, where they would reach a large audience of policymakers, providers, advocates and journalists.

- Our report *Trends in Contraceptive Need and Use in Developing Countries in 2003, 2008, 2012: An Analysis of National Surveys* showed clearly that, within the developing world, the poorest countries are lagging far behind those that are better off in meeting the demand for contraception, a finding that can help target resources where they are most needed. We found that nearly three-quarters of all women in the developing world who have an unmet need for contraception reside in the 69 poorest countries, and are only one-third as likely as women in higher income developing nations to be using modern contraceptives.
- The Institute’s report *Adding It Up: The Need for and Cost of Maternal and Newborn Care—Estimates for 2012* showed that, of the 287,000 women worldwide who die of pregnancy-related causes and the three million newborns who do not survive the first month of life, most of these deaths are preventable because they result from treatable conditions.

In documenting the many women with unmet contraceptive needs, the many who do not deliver in a health facility and the poor quality of services in many facilities—as well as the lack of adequate care that many women and newborns receive—these reports provide comprehensive and compelling evidence that can be used to design and improve reproductive health interventions.

Improving Access to Contraception in Mexico

In November, when we published the report *Unintended Pregnancy and Induced Abortion in Mexico*, advocates in the country were on the cusp of winning an important victory for reproductive health and rights—a shift to centralized purchasing and distribution of contraceptive supplies (rather than having state health ministries decide if and how much they would invest in supplies). Our report, which documented regional inequities and gaps in access to contraceptive services, fueled the final push to make this policy change a reality. We also played a pivotal role in informing Mexico’s new six-year plan on adolescent sexual health released by CONAPO, the National Council on Population. CONAPO’s head of adolescent and sexual health, a panelist at our launch event, had stated publicly that abstinence would be at the core of the new plan. However, vociferous criticism of the abstinence-only focus in the face of our report’s findings had a significant effect. When the plan was released a few weeks later, its focus had shifted to improving adolescents’ access to modern contraceptives and using mass media campaigns, including TV, radio and social media, to ensure that adolescents know where they can obtain contraceptive counseling and supplies.

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As of April 15, 2014

ASSETS

Cash and cash equivalents	\$ 1,932,185
Certificates of deposit	5,236,320
Investments	19,436,861
Grants receivable	16,660,404
Other receivables	220,483
Prepaid expenses and other assets	344,032
Security deposits	65,257
Deferred debt issuance costs - net	383,300
Fixed assets - net	11,134,129
Total assets	\$ 55,412,971

December 31, 2013

LIABILITIES AND NET ASSETS

Liabilities	
Accounts payable and accrued expenses	\$ 965,490
Postretirement benefits payable	407,431
Deferred rent payable	224,662
New York City Industrial Development Agency bonds	9,805,000
Total liabilities	11,402,583
Net assets	
Unrestricted	
Undesignated	3,087,345
Board-designated endowment fund	6,485,116
Net investment in property and equipment	1,712,429
Total unrestricted	11,284,890
Temporarily restricted	27,870,260
Permanently restricted	4,855,238
Total net assets	44,010,388
Total liabilities and net assets	\$ 55,412,971

Statement of Activities

PUBLIC SUPPORT AND REVENUES AND OTHER SUPPORT

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Contributions	\$ 522,335	139,726		\$ 662,061
Contributions - bequest	2,058,750			2,058,750
Grants and contracts from government agencies	1,062,276			1,062,276
Grants from private organizations		8,734,165		8,734,165
Grants from global organizations		9,143,785		9,143,785
Publication income and other revenue	83,443			83,443
Investment income - operating	55,391			55,391
Net assets released from restriction	14,252,745	(14,252,745)		0
Total public support and revenues	18,034,940	3,764,931		21,799,871

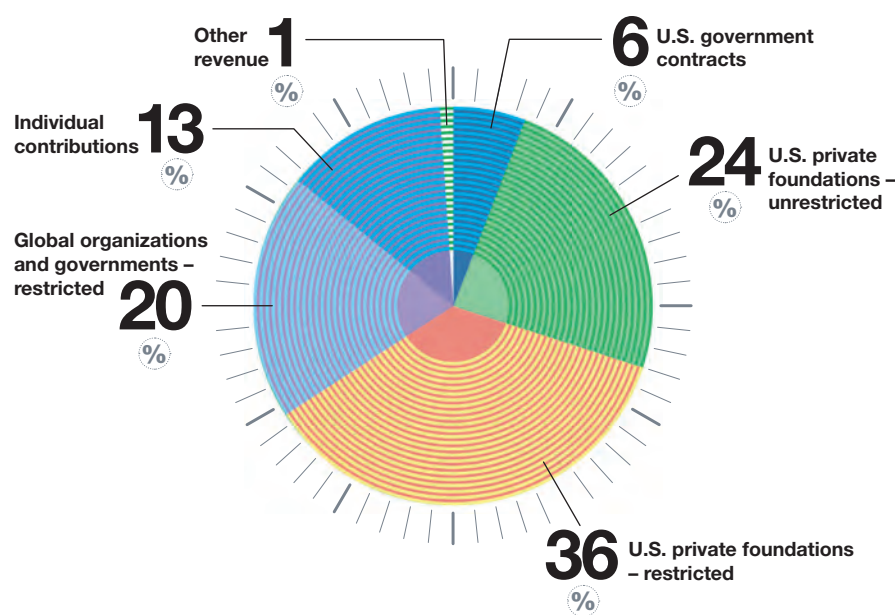
Year ended December 31, 2013

EXPENSES

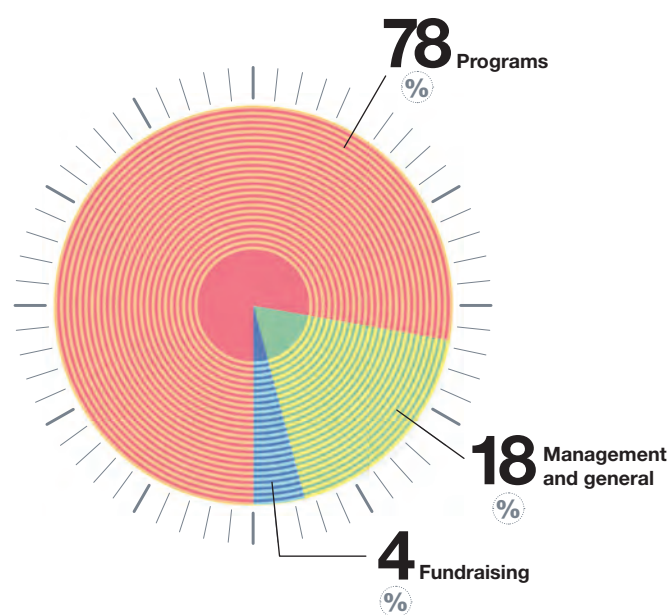
Program services	
Research	7,118,661
Public education	3,691,835
Public policy	1,823,937
Total program services	12,634,433
Supporting services	
Management and general	2,955,077
Fundraising	653,486
Total supporting services	3,608,563
Total expenses	16,242,996

Change in net assets before investment income - endowment, and postretirement benefit plan adjustment	1,791,944	3,764,931		5,556,875
Postretirement benefit plan adjustment	172,141			172,141
Investment income - endowment	1,047,298	912,002		1,959,300
Change in net assets	3,011,383	4,676,933		7,688,316
Net assets - beginning of year	8,273,507	23,193,327	4,855,238	36,322,072
Net assets - end of year	\$ 11,284,890	\$ 27,870,260	\$ 4,855,238	\$ 44,010,388

Revenue



Expenditures



Timing Is Everything

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We invite you to join the thousands of individuals who support the Guttmacher Institute—voted the nation's leading reproductive health and rights organization in a survey of experts conducted by *Philanthropedia*. Because Guttmacher does not accept assistance from companies or other entities that might want to influence our findings, we rely on the generosity of informed individuals like you to sustain our work. You can make a difference now with

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