

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.



Guttmacher Institute

ANNUAL REPORT 2012

Published 15 articles and five For the Record pieces
Guttmacher.org received more than 14 million page views
Published a combined 23 fact sheets and Issue Briefs
Tracked 1,073 state legislative proposals and disseminated 10 countries with the most visits to our site in 2012: United States, the Netherlands, the Philippines, India, Spain, China, Japan, Germany
Garnered widespread media coverage, including 12,220 print and electronic mentions
Published four issues of Perspectives on Sexual and Reproductive Health (released in January 2013), which helped disseminate 12 reports on domestic, global and country-specific SRH issues, some published in Spanish and French as well
Provided technical assistance to advocates and policymakers related to Medicaid family planning expansions in 23 states
Disseminated four issues of the State News Quarterly e-newsletter to 2,100 subscribers and 1,200 state legislators
More than 1.7 million views of our State Center and more than 1.4 million views of our State Policies in Brief
Twitter: more than 700 tweets and nearly 10,000 followers at year end (an increase of 60% since 2011)
Our video, Abortion in the United States, voted Best Digital/Interactive Campaign by the Ad Club
Nation's top-ranked reproductive health and rights organization, according to Philanthropedia
Disseminated four state legislative roundups to media, advocates and policymakers
Published 16 News in Context features
4-star ratings



Dear Friends,

Typically, our Annual Report provides an occasion to reflect proudly upon a year of important accomplishments—of gap-filling research published, innovative public education tools launched and forward-thinking policy ideas introduced. In 2012, the Guttmacher Institute had no shortage of such achievements to celebrate, and I hope you will be inspired by the highlights of our work in the pages that follow. However, this year's letter from the president is far from typical, as it comes on the heels of a momentous and tragic loss for the Guttmacher family.

On April 4, 2013, Cory L. Richards, our Executive Vice President and Vice President for Public Policy, died at the age of 64 following a brief illness. A member of our staff for almost 40 years, including 25 as part of Guttmacher's senior leadership, Cory left a profound mark on our organization and on those who were fortunate enough to work with him. The passion he brought to his work, as well as his wit, confidence and courage, inspired much of what the Institute has done over the years. So, as we look back on our achievements during the last year, we are also celebrating a remarkable legacy nearly four decades in the making.

During his time at Guttmacher, Cory inspired and nurtured the Institute's evolution into a leading think tank on issues related to sexual and reproductive health and rights, both in the United States and abroad. A brilliant thinker and gifted communicator, he was a driving force behind the translation of Guttmacher's expertise in research, public education, policy analysis and advocacy into an influential and widely respected public voice that has shaped policy at the state, federal and international levels. Combining a nuanced understanding of policy issues with an unflagging

ability to always focus on the big picture, Cory was also the intellectual architect of crucial policy changes that continue to benefit millions around the world.

Indeed, many of our proudest accomplishments in 2012 owe much to Cory's vision, leadership and commitment. Perhaps the most significant example is our work over the last year to promote equitable access to contraception. Appalled by the wide gaps in insurance coverage of contraceptives that Guttmacher first uncovered in the early 1990s, Cory spearheaded the development of a 1994 report, *Uneven and Unequal*, which propelled the issue into the public debate. The report, along with the strategic and sustained advocacy efforts that he oversaw, launched a drive that led to contraceptive coverage guarantees in 28 states. Ultimately, this drive culminated in the Affordable Care Act's requirement—which began to go into effect last August—that most private health insurance plans cover contraceptive services without co-pays or deductibles.

Having played a central role in making the case for the contraceptive coverage mandate, we focused in the last year on defending the policy against attacks from opponents of contraception. We worked hard, in the end successfully, to help shape guidance issued by the Obama administration making clear that women must have access to the full range of contraceptive methods, including those that are extremely effective and long-acting. We also released timely new research showing the important role women know contraception plays in their lives, further underscoring the case for the contraceptive coverage mandate.

As the policy community took on implementation of the contraceptive coverage guarantee and other sexual and

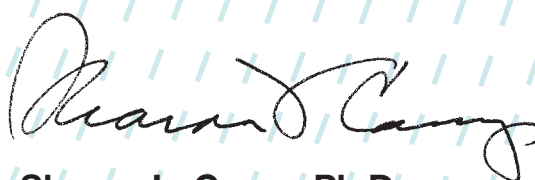
reproductive health issues that were at the top of the agenda in 2012, many of those looking for a thoughtful, evidence-based perspective turned to the pages of the *Guttmacher Policy Review*, another cornerstone of Cory's legacy. Cory founded the journal in 1998 with the idea that the articles were not ends in themselves but rather a means of clarifying policy goals and providing a basis for action. Indeed, the journal has grown to become an indispensable tool for those working in the field. In 2012, articles written by Guttmacher policy staff once again played a vital role in informing and influencing the work of policymakers, media and advocates. Take, for example, an article from the Spring 2012 issue, "A Problem-and-Solution Mismatch: Son Preference and Sex-Selective Abortion Bans." This piece was written through the lens that Cory always encouraged, which is to make the connections between how an issue is playing out in the United States and how it's playing out globally. Released just as the U.S. House of Representatives was considering a bill to outlaw sex-selective abortions, the article reported that such abortions, although common in some countries, are extremely rare in the United States, and concluded that the proposed ban had "everything to do with undermining abortion rights and nothing to do with fighting gender discrimination." The article, which was picked up in several major news outlets, laid out an evidence-based case that advocates relied on heavily in their successful campaign to prevent the bill's passage. It still serves as a resource as the issue continues to resurface around the country.

As much as he was a policy visionary and a champion for social justice, Cory was also a dedicated mentor. Always in search of new thinking, new information and new ideas,

he constantly made those around him challenge their assumptions and defend their conclusions—never failing to enrich and expand their thinking. He trained generations of young professionals to become skilled policy analysts and effective advocates, and was always content to let the spotlight shine on others. The result is a policy team that is widely acknowledged as among the most influential in the field. In 2012, our policy experts continued to help shape federal policy, lead major Washington coalitions, serve as spokespersons for reproductive health and rights policymaking at the state level, articulate a forward-thinking agenda for the nation's family planning efforts, promote access to abortion care, and advocate effectively for increased funding and more humane policies to improve reproductive health services in the world's poorest countries.

Although he will be missed sorely by his friends and colleagues at the Institute, and by the sexual and reproductive health community he served with such dedication and skill, Cory's legacy will live on for years to come through the work of the Institute, the causes he championed, the journal he founded and—most importantly—the people whose talents he nurtured and honed. Thanks in part to that remarkable legacy, we are able to move ahead—uncertainties and all. Cory would have it no other way.

Gratefully yours,



Sharon L. Camp, Ph.D.
President & CEO

20 HIGHLIGHTS OUR VIEW

SHAPING
THE PUBLIC
POLICY
DEBATE

Explaining the Critical Role of Contraception in the Teen Birth Rate Decline

When the CDC announced that the U.S. teen birth rate had reached a record low in 2010, we contextualized this news by highlighting the central role improved teen contraceptive use played in achieving this long-term goal. Our analysis, released shortly after the CDC's announcement, documented the striking rise in use of hormonal contraceptive methods, including the most effective and long-acting methods, among teens in the period leading to 2010. It helped underline the importance of ensuring teens have access to the information and services they need to safeguard their well-being, while helping refute claims that increased premarital abstinence was the primary driver of the decline in teen births.

SHAPING
THE PUBLIC
POLICY
DEBATE

Serving as the Go-To Source on State Policy Issues

Our ongoing analyses of state legislative developments have made us the go-to source for information about state policy issues. Journalists, columnists and advocates have come to rely on our analyses, quarterly roundups of state-level legislation and *News in Context* features. A *Guttmacher Policy Review* analysis highlighting that more than half of American women of reproductive age live in states that are hostile to abortion rights is a case in point. It generated considerable media coverage and underscored the reality that attacks on abortion, contraception, sex ed and other sexual health issues are increasingly shifting to state legislatures. Guttmacher has been at the forefront in keeping a spotlight on these developments and the danger these laws pose to women's well-being.

POLICY-
RELEVANT
RESEARCH

New Data on Long-Acting Reversible Contraceptives

Guttmacher's studies on long-acting reversible contraceptives (LARC) provided important new information at a time of increased focus on these underused methods. We documented the increase in LARC use in the U.S. between 2002 and 2009, but also showed that use by American women remains substantially lower than that in other developed countries. Two complementary studies found that reproductive health-focused facilities are better able to meet the contraceptive needs of younger clients than are primary care-focused facilities, important information for program directors and designers.

SHAPING
THE PUBLIC
POLICY
DEBATE

Exposing Junk Science on Supposed Mental Health Impact of Abortion

Working with colleagues at UCSF, Guttmacher played a key role in exposing fatal flaws in a study purporting to show a link between abortion and negative mental health outcomes. The journal that published the flawed study published our rebuttal, which outlined the study's fundamental methodological errors, and its editor wrote an accompanying commentary acknowledging the validity of our criticism. Our debunking of the study received prominent media attention and helped discredit a set of findings that was being actively promoted to support antiabortion legislation.

SHAPING
THE PUBLIC
POLICY
DEBATE

Debunking Misinformation on the Incidence and Impact of Unsafe Abortion

As the Institute's research has become increasingly influential in driving the global abortion debate, antiabortion activists have sought to discredit Guttmacher's methods and findings. A key tactic is the claim that the Institute exaggerates the incidence and health impact of unsafe abortion in countries with restrictive abortion laws. In the last year, we debunked two critiques of our methodology for measuring unsafe abortion in a point-by-point rebuttal that identified their glaring deficiencies and baseless assumptions. Our work provided policymakers and advocates in many countries the information they needed to respond to attacks by antiabortion activists.

POLICY-
RELEVANT
RESEARCH

New National Teen Pregnancy Data

Our report on teen pregnancy drew considerable attention and quickly became one of the most widely accessed resources on the Guttmacher Web site. While documenting the lowest rates of teen pregnancy, birth and abortion in nearly 40 years, the report also highlighted the troubling and continuing disparities in these outcomes by ethnicity and race.

SHAPING
THE PUBLIC
POLICY
DEBATE

Informing the Conversation on the Affordable Care Act and Contraceptive Coverage Guarantee

Guttmacher played a pivotal role in informing and shaping public debate around the Affordable Care Act's contraceptive coverage guarantee, which began implementation in August 2012. Our writing and commentary on the issue of exemptions and accommodations for religious institutions helped focus the conversation on the mandate's health benefits for women, rather than on disingenuous claims that it violates employers' "religious liberty." Two Guttmacher reports, on religion and contraceptive use and on our Institute of Medicine testimony, were cited extensively by media and advocates making the case for the contraceptive coverage mandate.

WORTH
NOTING

Making History

The Library of Congress has again selected Guttmacher's Web site for inclusion in the Library's historic collection of Internet materials related to public policy topics. Their letter, in part, reads, "We consider your Web site to be an important part of this collection and the historical record." Building on that legacy, the Institute agreed to transfer its historic records to the Sophia Smith Collection at Smith College, an internationally recognized archive on women's history.

POLICY-
RELEVANT
RESEARCH

Why Women Use Contraceptives

The Institute confirmed what many have long believed to be true—that women practice contraception because it allows them to better care for themselves and their families. In doing so, we bolstered the case for improved contraceptive access at a time when family planning is increasingly under attack.

Over 90 major international and domestic media outlets cited Guttmacher research in 2012.

POLICY-RELEVANT RESEARCH

First Study on Unsafe Abortion in Rwanda

Guttmacher released the first-ever study on the incidence and consequences of unsafe abortion in Rwanda. The launch event in Kigali, opened by the Rwandan Minister of Health, drew a large and high-level audience. The findings informed the ongoing debate on abortion and were used in developing Rwanda's first National Comprehensive Treatment Protocol for Postabortion Services.

WORTH NOTING

Are You IN THE KNOW?

Our update of *Are You IN THE KNOW?*—a learning tool on a range of sexual and reproductive health topics—was a hit among sex educators and adolescent health groups. Designed to be fun and broadly accessible, this tool, consisting of flash cards and an accompanying brochure, was completely redesigned and, along with a new Web site and mobile device-friendly quiz, gave us a new platform with which to expand our audience.

POLICY-RELEVANT RESEARCH

Worldwide Abortion Report

The joint Guttmacher-WHO report, *Induced Abortion: Incidence and Trends Worldwide from 1995 to 2008*, published in *The Lancet*, drew international attention. Media coverage was extensive and global in scope, and our key messages framed most reports. Following its release, the report continued to draw significant interest, and we organized presentations of the findings for U.S. and foreign government agencies, major donors and the European Parliament Working Group on Reproductive Health.

SHAPING THE PUBLIC POLICY DEBATE

Demonstrating That Reproductive Coercion in All Forms Is Reprehensible

A *Guttmacher Policy Review* analysis that drew considerable attention made the simple but crucial point that reproductive coercion of any kind is reprehensible and must be stopped. Providing a short history of practices aimed at either compelling or preventing childbearing, it concluded that no matter the desired outcome, these policies share the goal of denying women the right to make their own childbearing decisions. As conservative activists attempt to capitalize on the injustices of China's one-child policy to advance an antiabortion agenda, the article pointed out that this agenda—manifested by increasingly severe restrictions on abortion in the United States—is not an antidote to coercion but simply a different form of it. The article generated much discussion, including among antiabortion activists.

POLICY-RELEVANT RESEARCH

Adding It Up

Released in anticipation of the very high-profile London Summit on Family Planning, Guttmacher's new *Adding It Up* report and fact sheet were among the key documents cited throughout the event, during which donors pledged an impressive total of \$4.6 billion for contraceptive services in the world's poorest countries. In addition to helping garner these pledges, our report was referenced in a declaration issued by Council of Europe parliamentarians and by Melinda Gates in numerous interviews. The report remains the key source of data for discussions on unmet need for contraception in the developing world.

SHAPING THE PUBLIC POLICY DEBATE

Influencing a Landmark Supreme Court Decision in Colombia

It would be hard to find a better example of how our research promotes improvements in public health than the citation by Colombia's Supreme Court of Guttmacher's study *Unintended Pregnancy and Abortion in Colombia* in a groundbreaking ruling supporting a woman's right to access legal and safe abortion. The Court's decision made clear that our data were a factor in their deliberations and that protecting women's health by ensuring access to the services they need should be paramount.

POLICY-RELEVANT RESEARCH

New National and State Fact Sheets on Unintended Pregnancy

Tracking unintended pregnancy is a core part of the Institute's work, and in 2012 we released new fact sheets on unintended pregnancy—in the United States as a whole, as well as at the individual state level—tools that are invaluable to advocates working on contraceptive access and other issues, as well as to policymakers, media and other stakeholders.

WORTH NOTING

Do Guttmacher and Pop Culture Mesh? Why, Yes, They Do!

In 2012, Guttmacher's work had an impact well beyond the spheres of research and policy, with prominent mentions on iconic TV programs such as *The Colbert Report* and *Saturday Night Live*. Further, *Doonesbury* creator Garry Trudeau cited Guttmacher data in an interview with the *Guardian* about his series on mandatory ultrasound requirements that had been banned by a number of publications.

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B.T. Rocca Jr. Foundation
Society of Family Planning
The Summit Charitable
Foundation
United Nations Founda-
tion (Better World Fund)
Wiancko Charitable
Foundation
Mary Wohlford
Foundation

Corporate Contributions and Matching Gifts

Apple Matching Gifts
Program
Dell Giving
GE Foundation
Girlfriend Films
Google Matching Gifts
Merck Partnership for
Giving
Pfizer Foundation
Matching Gifts Program

STATEMENT OF FINANCIAL POSITION

ASSETS

December 31, 2012

Cash and cash equivalents	\$ 468,739
Investments	17,778,274
Contributions and grants receivable	17,496,964
Other assets	310,664
Deferred debt issuance costs	399,614
Property and equipment, net	11,280,446
Total assets	47,734,701

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued expenses	712,577
Long term liabilities	685,052
New York City Industrial Development Agency bonds	10,015,000
Total liabilities	11,412,629

Net assets

Unrestricted	
Undesignated, available for general activities	2,380,061
Designated by Board of Directors	4,826,076
Net investment in property and equipment	1,665,060
Total unrestricted	8,871,197
Temporarily restricted	22,595,637
Permanently restricted	4,855,238
Total net assets	36,322,072
Total liabilities and net assets	\$ 47,734,701

STATEMENT OF ACTIVITIES

REVENUE AND SUPPORT

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Contributions	\$ 709,965			\$ 709,965
Grants and contracts from government agencies	1,525,996			1,525,996
Grants from private organizations		19,660,312		19,660,312
Publication income and other revenue	132,266			132,266
Investment income - operating	47,586			47,586
Net assets released from restriction	12,787,315	(12,787,315)		-
Total revenue and support	15,203,128	6,872,997	-	22,076,125

EXPENSES

Program Services

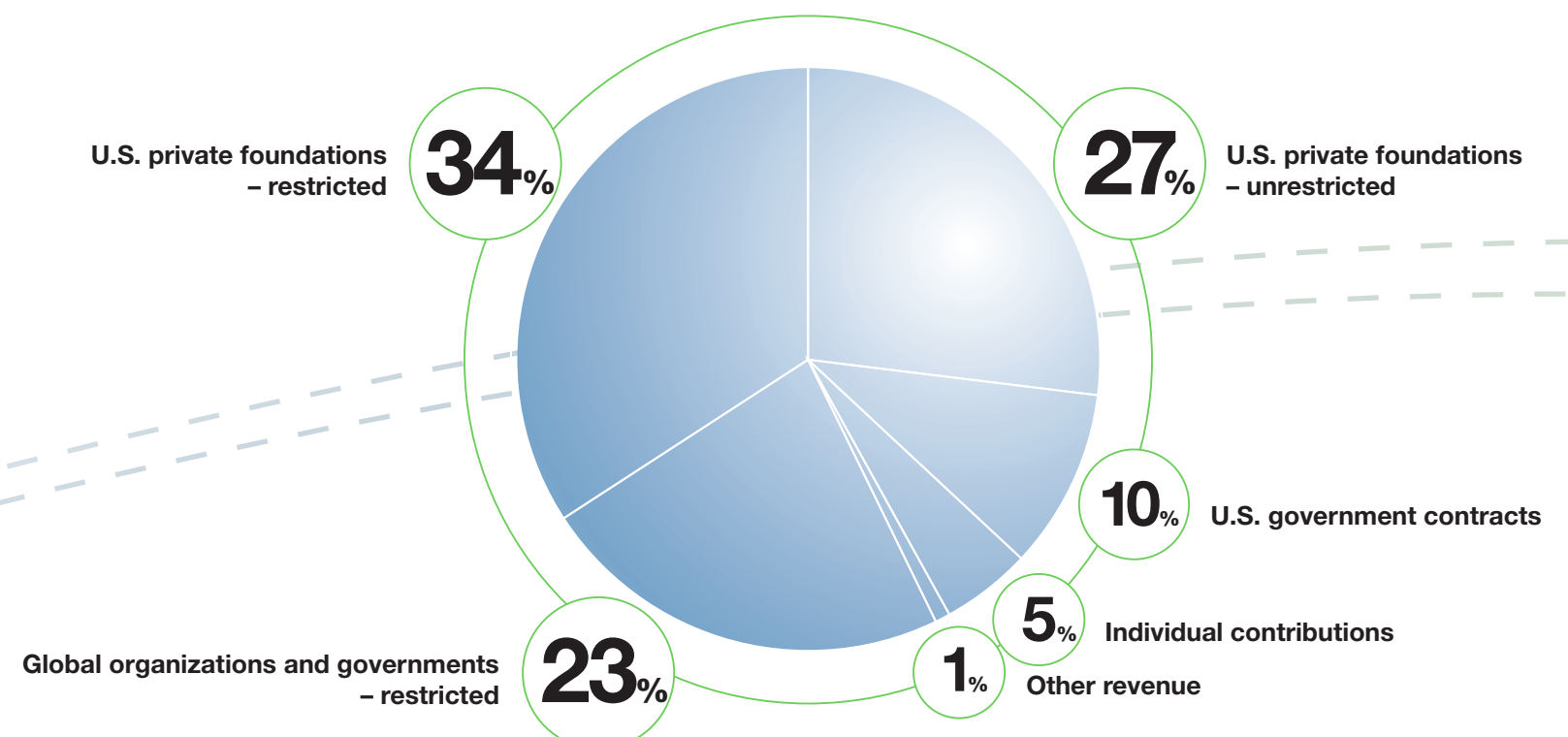
Research	6,796,527			6,796,527
Public education	3,485,310			3,485,310
Public policy	1,778,055			1,778,055
Total Program Services	12,060,892			12,060,892

Supporting Services

Management and general	2,581,062			2,581,062
Fundraising	658,030			658,030
Total supporting services	3,239,092			3,239,092
Total expenses	15,299,984			15,299,984

Change in net assets before non-operating adjustments	(96,856)	6,872,997		6,776,141
Investment income (loss) - endowment	1,303,108			1,303,108
Other adjustment to net assets - RHRA	(438,066)			(438,066)
Increase in net assets	768,186	6,872,997		7,641,183
Net assets at beginning of year	8,103,011	15,722,640	4,855,238	28,680,889
Net assets at end of year	\$ 8,871,197	\$ 22,595,637	\$ 4,855,238	\$ 36,322,072

SOURCES OF SUPPORT



Supporting the Guttmacher Institute

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

- a check payable to Guttmacher Institute;
- a credit card donation through guttmacher.org, or by mail or telephone;
- a donation of stocks, bonds, real estate or property;
- a grant from a family or community foundation or trust; or
- a matching gift from your employer.

By including the Guttmacher Institute in your will, you can become a member of our Legacy Circle, a society of special friends dedicated to ensuring the Institute's success well into the future. To enroll, simply inform us that you have included the Institute in your will. Upon joining the Legacy Circle, you will receive complimentary subscriptions to our research and public policy journals and enter into an alliance with others who have made an enduring impact on Guttmacher's work.

Should you choose to make a gift through your estate plans, it is important to ensure that the Guttmacher Institute is listed as the recipient. The Institute's address is 125 Maiden Lane, New York, NY 10038, and our tax I.D. number is 13-2890727. For additional information, please contact Jonathan Wittenberg, director of development, at 1-800-355-0244, ext. 2233, or jwittenberg@guttmacher.org.

Legacy Circle

Sharon W. and Sam Allison
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Contact the Guttmacher Institute to learn more about our work, ask questions about sexual and reproductive health and rights, subscribe to periodicals or e-mail announcements from the Institute, obtain reports, fact sheets and policy briefings or make a contribution.



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● Published a combined **23** fact sheets and *Issue Briefs* ● Published **16** *News in Context* features ● Worked with **40** research partners in **20** countries ● Published **17** op-eds, blog posts and letters to the editor ● Worked with **nine** communications partners in **nine** countries ● **4-star** rating from Charity Navigator for the fourth year in a row ● Authored **25** articles published in peer-reviewed scientific journals ● Pinned **35** images onto **eight** boards on Guttmacher's Pinterest page ● Published **12** reports on domestic, global and country-specific SRH issues ● Gave **41** oral presentations and presented **10** posters at scientific meetings ● Launched **six** videos in 2012, which had a combined total of **130,000** views ● Tracked **1,073** state legislative proposals and disseminated **42** state-issue toolkits ● Disseminated **four** state legislative roundups to media, advocates and policymakers ● Created **five** infographics on abortion in the United States (released in January 2013) ● Published **15** articles and **five** *For the Record* pieces in the *Guttmacher Policy Review* ● Facebook: **700** posts and nearly **7,000** followers at year end (an increase of **45%** since 2011) ● Twitter: more than **700** tweets and nearly **10,000** followers at year end (an increase of **60%** since 2011) ● Nation's **top-ranked** reproductive health and rights organization, according to *Philanthropedia* ● Our video, *Abortion in the United States*, voted Best Digital/Interactive Campaign by the Ad Club ● More than **1.7** million views of our State Center and more than **1.4** million views of our *State Policies in Brief* ● Disseminated **four** issues of the *State News Quarterly* e-newsletter to **2,100** subscribers and **1,200** state legislators ● Provided technical assistance to advocates and policymakers related to Medicaid family planning expansions in **23** states ● Guttmacher.org received more than **14** million page views and **four** million visits, with a daily average of more than **11,000** visits ● Published **four** issues of *Perspectives on Sexual and Reproductive Health*, comprising **26** research articles, **25** digests and **two** Viewpoint pieces ● Garnered **12,220** print and electronic media citations; **857** total print, TV and radio broadcast interviews; and **55,200** citations in the blogosphere ● Top **10** countries with the most visits to our site: United States, United Kingdom, Canada, the Netherlands, the Philippines, India, Spain, China, France, Germany ● Published **four** issues of *International Perspectives on Sexual and Reproductive Health*, comprising **18** research articles, **two** commentaries and **26** digests, plus **two** special issues in Spanish and French