

December, 2009

Dear Friend,

On behalf of the board of directors and staff of Population Action International (PAI), I would like to begin by honoring a courageous woman who has spent decades of her life working to improve the lives of women all over the world. As many of you know, **Amy Coen, PAI's CEO**, was diagnosed with a rare form of cancer and has been battling this disease since it was first detected in September. Thankfully, over the past few weeks, Amy has made strong and significant progress; however, many challenges remain. For those of you who know Amy and would like to keep abreast of her recovery I encourage you to frequent Caring Bridge at <http://www.caringbridge.org/visit/amycoen> where you can find updates on her progress or leave Amy a message of your own.

As time has revealed, Amy has been paid the greatest compliment a leader can receive in the form of the continued high performance of PAI staff. In the past two months, I've had the opportunity to work even more closely with these professionals, and I am amazed by the breadth and depth of their combined knowledge which is only exceeded by their passion for the mission. Because of the unusual circumstances surrounding Amy, the Board of PAI **has appointed Suzanne Ehlers as Interim President**. Suzanne has been with PAI for six years, leading the strategic direction of successful campaigns as Vice President of International Advocacy. She has overseen two of PAI's largest projects, one to improve access to reproductive health supplies and another to incorporate reproductive health into Global Fund country programs. The board and staff are extremely confident that as we move into 2010, we will continue to achieve success under Suzanne's strong and insightful leadership.

It is only through your continued support that so many milestone accomplishments have been achieved in 2009. With our allies in Congress and the White House, PAI has played a significant role in achieving:

- **Unprecedented increases in international family planning funding;**
- **The overturn of the Global Gag Rule;**
- **Changes in the policies related to the President's Emergency Plan for AIDS Relief (PEPFAR),** allowing for these funds to go in part – for the first time ever – towards integrating reproductive health in the fight to prevent HIV/AIDS;
- **Over \$100 million in new monies for HIV integration** programs through the Global Fund to Fight AIDS, Tuberculosis and Malaria; and
- **Groundbreaking research on the links between population issues and global climate change**

These victories are yours as well as ours – we couldn't have done it without your commitment.

In fact, year after year, PAI is able to achieve an outstanding return on your investment. PAI works to leverage your contributions into hundreds of millions of dollars in foreign assistance from the United States and other foreign governments for international family planning efforts. And, these investments in turn directly benefit women and their families, the world over. **Every \$100 million spent on family planning results in 3.6 million more contraceptive users, 2.1 million unintended pregnancies avoided, 825,000 fewer abortions, 970,000 fewer unplanned births, 70,000 infant deaths averted, and 4,000 maternal lives saved. Isn't that an investment worth making?**

Looking forward, many new opportunities exist to engage Washington, including the inclusion of family planning and reproductive health (FP/RH) in President Obama's new Global Health Initiative and a possible **permanent repeal of the gag rule**. PAI and its partners are also working hard to achieve an unprecedented achievement in Congress: **a goal of \$1 billion per annum in U.S. assistance for international family planning** over the next several years to provide an appropriate share of the funds necessary to address the unmet need for modern contraception of more than 200 million women in the developing world. We will work in coalition to ensure that emerging climate change policies include provisions for international adaptation funding, including investments in women's health, in addition to reducing carbon emissions from deforestation and forest degradation. Internationally, as decision-making about funding and policies for family planning and reproductive health move increasingly to the country-level, PAI will invest in broadening and deepening partnerships with both developing and developed country colleagues to ensure that civil society is at full capacity to play an integral role in policy and program development.

With your help, our work will continue – and our plan for 2010 is ready. We have prepared a strong framework which is tailored to the unique political and economic environment in which we operate and which capitalizes on PAI's **U.S. Government Relations, International Advocacy and Capacity Building, Research and Communications** along with cross departmental projects and new initiatives. PAI will continue its level of effectiveness in generating money and support for FP/RH services around the world, and in making clear the critical role that reproductive health plays in meeting nearly all of the **world's development concerns including peace, security, human rights and environmental sustainability**.

I would like to share with you a quote from PAI Board Member Whitney Tilson that continues to resonate with me on why this work is so important:

“The need is greater now than ever because of the weakened global economy and the subsequent shrinking donations from individuals and corporations. It's critical that we continue to make progress and ensure that no child loses its mother in childbirth or to other preventable reproductive injuries, that women and girls can go to school, that the environment is brought back to health, and that people have a dignified way to provide for their families.”

Population Action

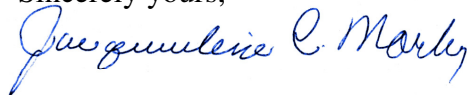
INTERNATIONAL
HEALTHY FAMILIES HEALTHY PLANET

Even as we gather with our own families, friends and loved ones for this holiday season, and remember all that we have to be thankful for, we also think of the challenges that remain: The pregnant woman in **Niger** who is afraid her child will grow up motherless because giving birth is still a life or death proposition in her country. The families in **Madagascar** who watch their rainforests disappear as the growing population requires the consumption of more resources. The couples in **Bangladesh** who can still run the risk of traveling long distances to visit a clinic for contraceptives only to be turned away because of supply stock-outs. **These men and women – and the environment that sustains us all - need our help.**

Providing modern contraception to the more than 200 million women with unmet need in developing countries would **save more than 1.5 million lives per year, and would prevent 505,000 children from losing their mothers annually.** Evidence demonstrates that meeting women's need for family planning leads to increased education for girls, decreased HIV infection, and less poverty.

PAI relies solely on support from private foundations and individuals, and in the current economic climate, your contribution means more now than ever. I urge you to stand with us as we venture into the New Year and continue upholding Amy's vision for PAI. My very best wishes to you and your family for a happy, healthy and prosperous holiday season.

Sincerely yours,



Jacqueline C. Morby

Chair, Population Action International

PS – Act now before time is up! Giving through your Individual Retirement Account before the end of 2009 takes advantage of the Charitable IRA Rollover which permits taxpayers age 70 ½ and older to make tax-free charitable gifts totaling up to \$100,000 per year from traditional IRA's and Roth IRA's. This gift does count towards your annual IRA distribution requirement. PAI is an eligible charity for these gifts, but contributions must be made by December 31, 2009 to take advantage of the tax benefit.