



**FOR IMMEDIATE RELEASE**

**Non-Profit's Unique Revenue-Generating Model Supports  
Global Family Planning**

*Strong performance in total assets, revenue and program spending give solid foundation to developing world's largest private source of family planning products and services*

**Washington, D.C., (September 21, 2012):** Newly released audited financial results for the fiscal year ending December 31, 2011 demonstrate that the social marketing organization, [DKT International](#), has strengthened their fiscal base, making emerging country family planning and safe sex programs more accessible and better utilized than ever before in each of the 18 countries it serves.

As confirmed by Coleman Huntoon & Brown PLLC of Chapel Hill NC and compared to performance in FY 2010, DKT reported a 9.8% increase to \$142.2 million in total assets, a 17.9% increase to \$135.1 million in total revenue/gifts/other support, and a 13.9% increase to \$130.3 million in spending on program support.

“Our social marketing efforts for family planning services are not perceived as a ‘handout’ by consumers. Rather, they are seen as normal commercial goods that offer benefits at affordable prices,” said Phil Harvey, president and founder of [DKT International](#). “We use a sliding scale to price our contraceptives so that everyone can afford them, but we also generate extra revenue from selling higher priced brands in the same markets. This approach has been effective even in countries where the idea of family planning is new to most people.”

[DKT's](#) programs in Africa, Asia, and Latin America, provided more than 650 million condoms and other safe sex and family planning products and services to 22 million-plus couples in 2011— an increase of 10% from the previous year. This means that nearly 7 million unwanted pregnancies were avoided and more than 1.4 million abortions averted in the countries where [DKT](#) programs operate.

“We provide attractive packaging at subsidized prices and market contraceptives through traditional techniques, plus social media and the infrastructure of the commercial sector,” Harvey added. “Our experience shows that social service organizations with the financial strength and business insight to deliver measurable outputs at reasonable costs can make a real difference. This is not charity; it means success from using the head and not just the heart.”

Since 1989, [DKT International](#) has provided safe and affordable options for family planning and HIV prevention through social marketing, establishing it as the largest private provider of family planning products and services in the developing world. [www.dktinternational.org](http://www.dktinternational.org).

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