

# dk

INTERNATIONAL

Social Marketing  
for a Better Life



Mexico



India



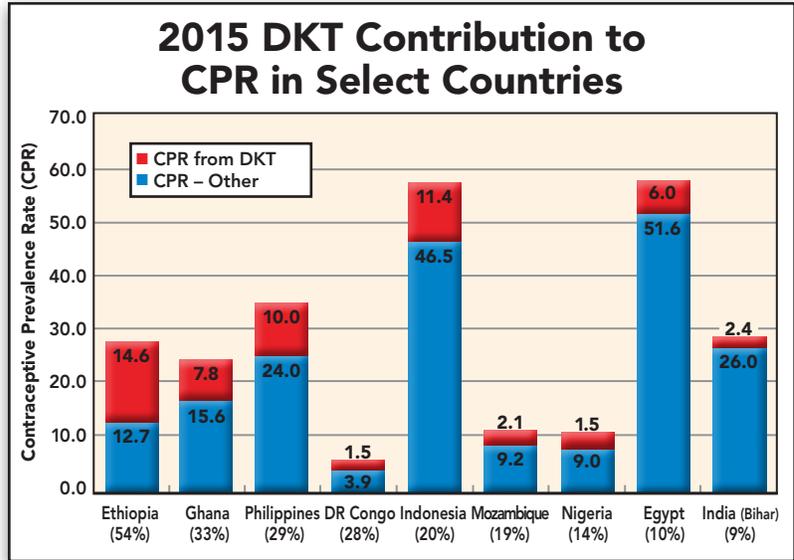
Tanzania

# Letter from Christopher Purdy

**A**t DKT, we are passionate about family planning and reproductive health. We are committed to ensuring that women and men have the information, products and services they want, and to building sustainable enterprises that deliver long-term impact.

**2015 Results:** DKT programs provided more than 30 million couple years of protection. Sales of these products averted an estimated 5.5 million unwanted pregnancies and 3.8 million unsafe abortions.

**Innovation:** DKT's daring and creative contraceptive advertising reduces stigma, addresses uncomfortable truths and educates women and men. In Mexico and Brazil, DKT engages young people about sexual health with mobile and digital technology. In Tanzania, we sell cosmetics as a way to invite young women to start conversations about family planning. In Ghana, mobile vendors sell our products in the streets. And in Nigeria, we provide services at pop-up clinics in churches and mosques.



**Diversification:** In addition to social marketing, DKT increasingly employs clinic networks and social franchising to provide contraceptives. In Nigeria and the Democratic Republic of Congo, we launched *Sayana Press*, a new injectable contraceptive that women can potentially inject themselves. In Greece, we distributed condoms to refugees fleeing violence.

**Entrepreneurship:** DKT covers around 70% of program expenses with sales revenue, cross-subsidizing products even in very poor countries, maximizing efficiency and providing value for money. Such funds helped open up new programs in Iran, Uganda and West Africa.

**Transparency:** We track, document, and share our programmatic and financial results, using clearly stated metrics. Our operational and financial results are accessible on our website.

**Scale:** DKT works in countries that contain 62% of the world's people. We are scaling up in Latin America and West Africa, and leveraging the Internet to reach tens of millions of people.

Our headquarters staff remains small, with authority housed in our field offices. Less than 2% of expenses support headquarters costs, and only .2% is for fundraising.

There continue to be many challenges preventing women and men from accessing high quality, affordable family planning products and services. We are grateful to be part of the solution. Thanks for being a friend to DKT.

  
Christopher Purdy  
President



# DKT's 2015 Contribution to the Sustainability Development Goals

In 2016, the new [Sustainability Development Goals \(SDGs\)](#) were introduced as a way of measuring development progress around the globe. The health-oriented Goal #3 has [13 targets](#), of which DKT contributes directly to four.



*In Mozambique, a pop-up stand in an informal market promotes condoms and clinical services delivered at DKT Intimo partner clinics.*



## **SDG: Reduce maternal mortality**

**Target:** By 2030, reduce global maternal mortality to less than 70 per 100,000 live births.

**In 2015, DKT products and services averted an estimated 13,800 maternal deaths.**



## **SDG: End preventable child death**

**Target:** By 2030, end preventable deaths of newborns and children under 5 years of age.

**In 2015, DKT products and services averted an estimated 36,600 child deaths.**



## **SDG: End AIDS, TB and other disease**

**Target:** By 2030, end AIDS, tuberculosis and other communicable diseases.

**In 2015, DKT delivered 620+ million male and female condoms and more than 5.5 million sachets and tubes of lubricant to prevent HIV infection.**



## **SDG: Provide family planning services**

**Target:** By 2030, ensure universal access to sexual and reproductive health care services.

**In 2015, DKT averted 5.5 million unwanted pregnancies and delivered enough contraception to protect more than 30 million couples for one year.**

*DKT gratefully acknowledges the work of Marie Stopes International in the analysis of this impact data.*

### **DKT Board:**

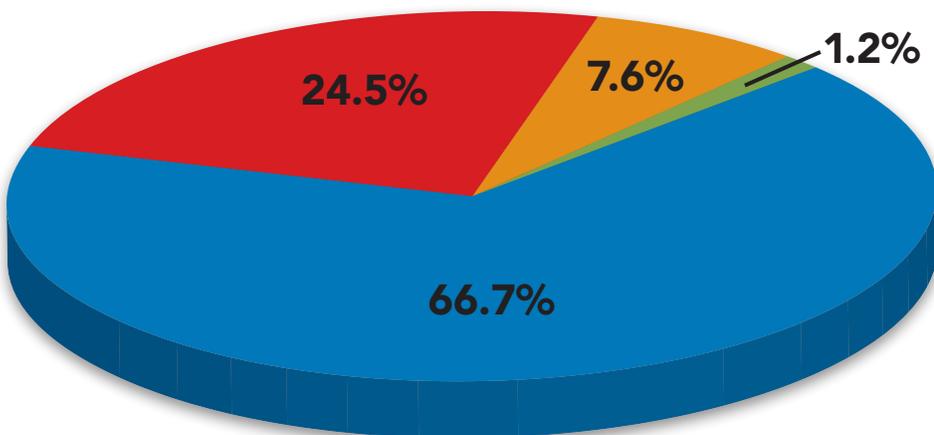
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**Women First Project**,  
Rodrigo Portugues

# DKT's FY 2014 Financial Highlights

**Total Revenue and Support: \$154.6 Million**



- Contraceptive Sales & Related Services
- Grant Revenue
- Investment Income & Net Realized and Unrealized Gains
- Contributions & Other Income



In Pakistan, DKT condom demonstrations educate men in 31 cities.

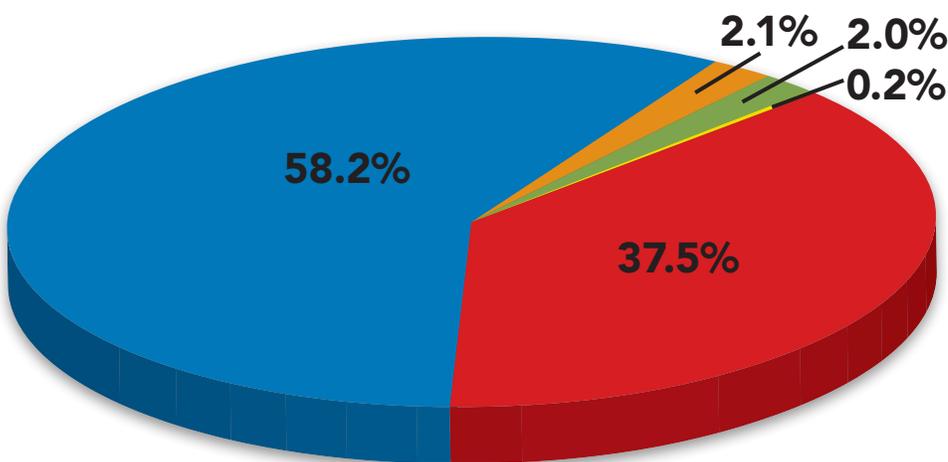
## Donors

DKT International gratefully acknowledges the generous support of the following organizations, foundations and governments. DKT pledges to be worthy of their trust.

- **Bill and Melinda Gates Foundation**  
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- **Aman Foundation**  
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- **Children's Investment Fund Foundation** [www.ciff.org](http://www.ciff.org)
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- **WestWind Foundation**  
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- **William and Flora Hewlett Foundation** [www.hewlett.org](http://www.hewlett.org)

*Donations to DKT may be mailed or made online at [www.dktinternational.org](http://www.dktinternational.org)*

**Total Expenses: \$151.4 Million**



- Program Costs
- Cost of Contraceptives
- Taxes & Currency Exchange Losses
- Headquarters Expense
- Fundraising

**Net Assets on December 31, 2014: \$174.3 Million**



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