

These DKT community health workers in Lagos, Nigeria provide women with family planning options.



# 2017 DKT International Annual Report Social Marketing for a Better Life

## Letter from Christopher Purdy

**T**here are fewer choices in one's life more profound than the decision to have a child. How many children to have, or whether to have children at all, deeply affects each couple, their communities and the societies in which we all live. The reverberating impact of these choices can be seen on economic growth, demographic pressure on resources and the environment, immigration and political unrest. At an individual level, a woman's right to choose family size is liberating and empowering.

DKT is one of the world's largest providers of family planning and safe abortion products and services, and takes this responsibility seriously. We are committed to ensuring that women and men have the products, knowledge and services they need when and where they need them. And we know that access to family planning improves lives.

**Results:** In 2016, DKT programs in 29 countries delivered 33 million couple years of protection, an increase of 10% from 2015. Sales of these products prevented nearly 7 million unplanned pregnancies, 14,600 maternal deaths and 48,200 infant deaths.

**Growth:** In 2016, we started operations in earnest in Iran, where we launched our first-ever pomegranate condom. Our regional program in West Africa got underway with sales in Senegal, Burkina Faso, Cameroon and Gabon. A regional expansion is also underway in Latin America, where we opened up sales in Dominican Republic, El Salvador, Guatemala and Venezuela. We expect these regional platforms to expand further in 2017.

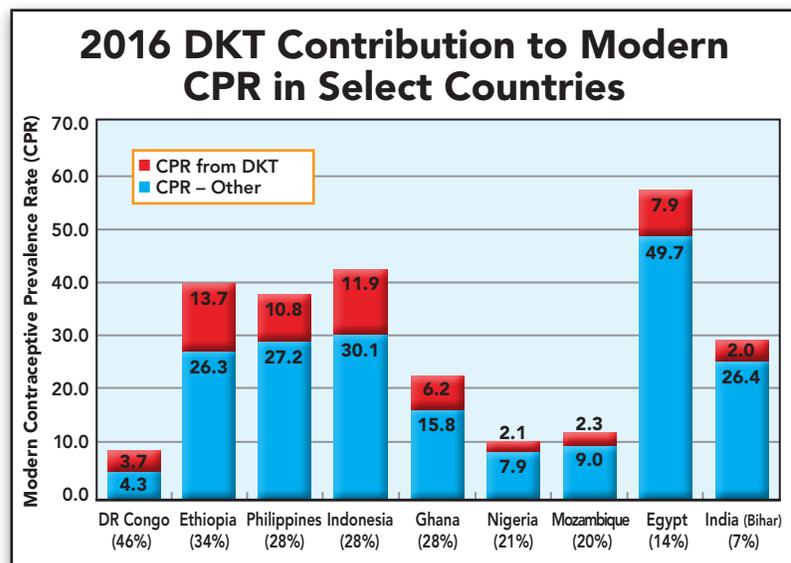
**Safe Abortion:** DKT plays an increasingly important role both in preventing unsafe abortions and providing safe abortions. In 2016, DKT prevented an estimated 4.7 million unsafe abortions by ensuring that millions of women had access to their contraceptive of choice. But we also believe that women have the right to safe abortion where it is not restricted. For that reason, we educate women about their options and ensure that products like the abortion pill and manual vacuum aspiration kits are available to health care providers.

DKT continues to decentralize authority to our country offices. Less than 2% of global expenses support headquarters' costs, and only 0.2% is spent on fundraising. The result is fast, cost-effective and culturally appropriate decision-making that leads to better results.

DKT uses available financial resources responsibly and cost-effectively. We document and transparently share our programmatic and financial results, using clearly stated metrics. You will find those results on the next page and on our website.

Thanks for being a friend of DKT. We value your partnership.

  
Christopher Purdy  
President and CEO



**dkt**  
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## By the Numbers: Evidence of DKT Impact in 2016

In 29 countries containing some 65% of the world's population, DKT is providing major health impact. In 2016, DKT delivered:

**33 Million** couple years of contraception, an increase of 10% from 2015

- **7 million** unplanned pregnancies averted
- **14,600** maternal deaths averted
- **89 million** cycles of oral contraceptives sold, an increase of 20% from 2015
- **5 million** intrauterine devices sold, an increase of 260% from 2015
- **604 million** condoms sold



*Promoting Prudence condoms at Carnaval in Brazil.*

**DKT facilitates the provision of safe abortion where it is not restricted. DKT sold or provided:**

- **9.2 million** misoprostol pills
- **2.3 million** mifepristone/misoprostol combi packs
- **36,000** manual vacuum aspiration kits
- **13,000** in-clinic terminations (India)

### Fast Action Saves a Life



**A** doctor in Kano State in northern Nigeria faced an emergency. He was breathless with anxiety, adrenaline, and panic; a woman was at his doorstep bleeding profusely and near death after what appeared to be a botched abortion.

He recalled that, several weeks prior, a DKT salesman had offered him a Manual Vacuum Aspiration kit. At the time, he had declined, not seeing a need for the device. Now, he called the DKT office in Lagos, urgently requesting the kit. DKT immediately dispatched a salesman to the doctor, who was able to save the woman's life.

#### DKT Board:

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**Julie Stewart**, Founder,  
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Minimums

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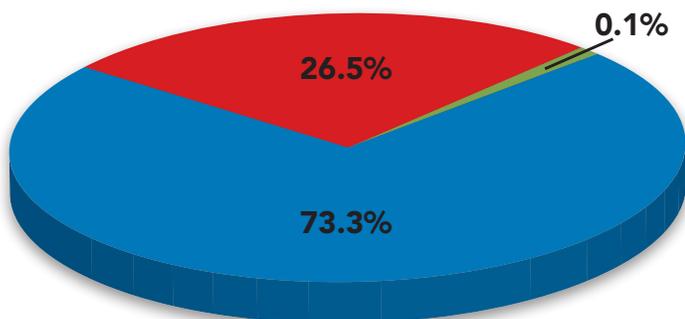
**Women First Project**,

Rodrigo Portugues

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

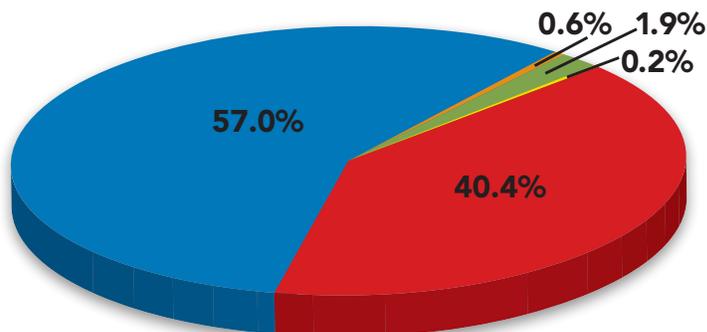
## 2015 Financial Highlights

**Total Revenue and Support:  
\$143.1 Million**



- Contraceptive Sales & Related Services
- Grant Revenue
- Contributions & Other Income

**Total Expenses:  
\$160.3 Million**



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

**Net Assets on December 31, 2015: \$157.1 Million**

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

- Abt Associates
- Aman Foundation
- Bill & Melinda Gates Foundation
- CARE
- Children's Investment Fund Foundation
- David and Lucile Packard Foundation
- Department for International Development (DFID)
- Embassy of the Kingdom of the Netherlands
- Erik and Edith Bergstrom Foundation
- Gates Philanthropy Partners
- Government of India
- Johns Hopkins University Bloomberg School of Public Health

- Marie Stopes International
- Merck
- National Philanthropic Trust
- Norwegian Agency of Development Cooperation
- Nutrition International
- Population Services International
- Swedish International Development Agency
- United Nations Population Fund (UNFPA)
- WestWind Foundation
- William and Flora Hewlett Foundation
- Anonymous and individual donors



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



*A DKT promoter closes a sale in a pharmacy in Iran.*



*A skit on contraception during a DKT community tour in Ghana.*



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