

Social Marketing for a Better Life



In 2014, DKT delivered enough reproductive health products to protect 28.2 million couples for one year.

Letter from Christopher Purdy

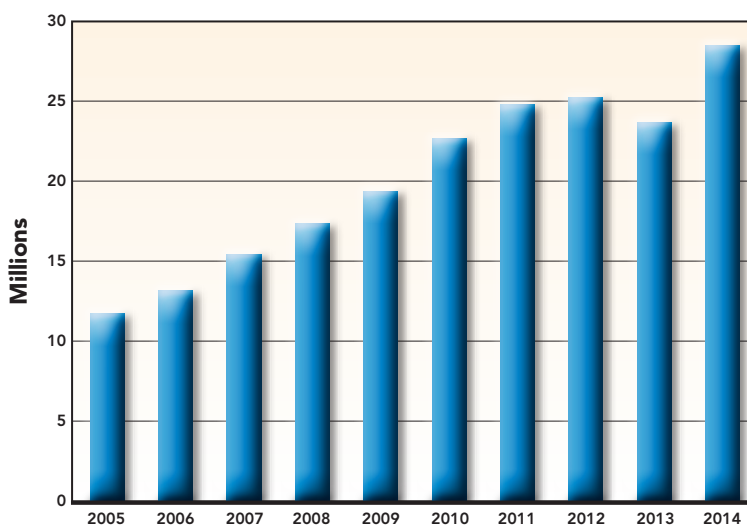
One of the most consequential decisions a couple can make is when and if to have children. This determination reverberates on education, income, health and general well-being for the family, children and community at large.

DKT's mission centers on helping women and men around the world make these choices by providing high quality, affordable family planning products and services and helping consumers understand the benefits and issues related to their use. We help couples make these decisions by providing the information and contraceptives they need. Every IUD we insert and every condom we sell helps a couple make a very personal choice with far-reaching impact on their lives.

In 2014, our 21 programs delivered 28.2 million couple years of protection, an increase of 19% over 2013. Our efforts averted an estimated 6.5 million unwanted pregnancies and 3.6 million abortions.

Our success included initiatives like our 600 *Dhanak* clinics in rural Pakistan and innovative products like the *Sayana Press* injectable contraceptive in Nigeria. We started new programs in Iran and West Africa and continued to push boundaries with compelling marketing. Our YouTube and Twitter pages highlight many such advertisements and I encourage you to visit and follow them.

**Couple of Years Protection
Delivered by DKT, 2005 – 2014**



DKT now works in countries that contain 61% of the world's people.

Our organization is highly decentralized, ensuring that strategic and programmatic responsibility is delegated to our field offices and 2,400 employees around the world. This allows for fast, culturally appropriate, on-the-ground decision-making that leads to increased results and effectiveness.

Our low overhead expenditures set us apart from other organizations — only 1.9% of our budget is used for headquarters expenses, and only a tenth of that (0.2%) is spent on fundraising.

Thank you for being a friend to DKT International. We appreciate your support.

Christopher Purdy
President

dk**t**
INTERNATIONAL

DKT's 2014 Contributions to the Millennium Development Goals



MDG 4: *Reduce child mortality rates*

Target 4A: Reduce by two-thirds, between 1990 and 2015, the under-five mortality rate

DKT 2014 Impact: 46,300 child deaths averted



MDG 5: *Improve maternal health*

Target 5A: Reduce by three quarters, between 1990 and 2015, the maternal mortality rate

DKT 2014 Impact: 12,500 maternal deaths averted

Target 5B: Achieve, by 2015, universal access to reproductive health

DKT 2014 Impact: 6.5 million unwanted pregnancies averted and 28.2 million couple years of protection delivered



MDG 6: *Combat HIV/AIDS, malaria and other diseases*

Target 6A: Have halted by 2015 and begun to reverse the spread of HIV/AIDS

DKT 2014 Impact: 553 million male and female condoms sold with a particular focus on low-income and at-risk populations

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



Women learn about oral contraceptives in the Philippines.



Promoting IUDs in Nigeria



Santa distributes samples of Fiesta condoms in Egypt.

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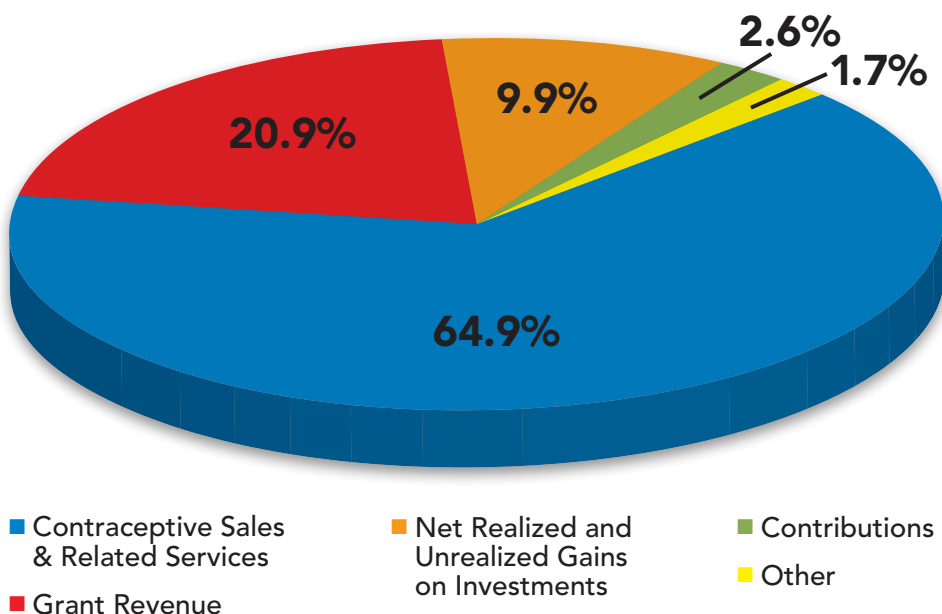
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DKT 2013 Financial Statement

Revenue, Gains and Other Support: \$156,000,000



A DKT midwife in a low-income area of Karachi, Pakistan.

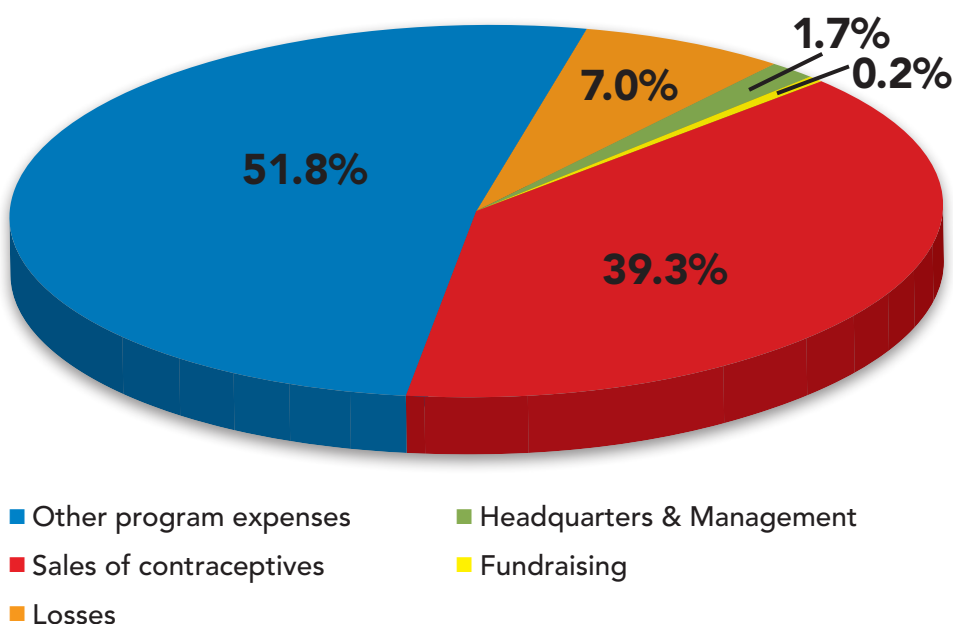
Donors

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**
www.gatesfoundation.org
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- **WestWind Foundation**
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- **William and Flora Hewlett Foundation** www.hewlett.org
- **Woman Care Global**
www.womancareglobal.org

Donations to DKT may be mailed or made online at www.dktinternational.org

Expenses and Losses: \$144,000,000



Net Assets at Beginning of 2013: \$123,000,000

Net Assets at End of 2013: \$135,000,000

Change in Net Assets: \$12,000,000



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