

POPULATION BALANCE

**ANNUAL
REPORT 2023**





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Our Vision: Find out more about the future we work for on page 4.

Our Podcast: Read about our award-winning podcast on pages 10 and 11.



LETTER FROM THE BOARD CHAIR



Dear Friends,

2023 has been a huge year for us at Population Balance. From The Overpopulation Podcast making the top 1.5% of all podcasts, to a peer-reviewed paper that has been downloaded 50,000 times and media pieces appearing in Newsweek and The Guardian, we're so proud of what we've been able to accomplish in the past year with your dedication and support.

I came to Population Balance in 2020 just as the world was entering the COVID-19 pandemic. At that time, I felt that our cause was both more important and more overlooked than ever before.

Since the pandemic, I'm proud to say that Population Balance has grown to become one of the world's leading voices in educating about the links between ecological overshoot, pronatalism, human supremacy, socio-economic inequality, and many related issues.

In 2023 alone, Population Balance raised \$373,123 USD via grants and donations from supporters like yourself, a record for our organization. This money was cautiously and effectively spent to produce podcasts, videos, presentations, media articles, academic papers and awareness campaigns reaching hundreds of thousands of people globally. As a result of our operational excellence and transparency, we've been awarded the highest ratings on Charity Navigator and GuideStar, two of the world's most trusted nonprofit evaluators.

We owe our impact in the world to donors like you, and can't wait to share with you our plans for 2024. Let's continue to work together for a better world, as we scale back our population, right-size our economy, embrace an ethic of respect and reverence toward the ecosphere, and shrink toward abundance.

Respectfully,

Lukas Eddy

LUKAS EDDY, RN, MSN
BOARD CHAIR

VISION AND MISSION

SHRINK TOWARD ABUNDANCE

OUR VISION

We envision a future where our human footprint is in balance with life on Earth, enabling all species to thrive.

OUR MISSION

We inspire narrative, behavioral, and system change that shrinks our human impact and elevates the rights and wellbeing of people, animals, and the planet.

WHAT SETS US APART

We are proud to be the first and only organization globally that uses an anti-oppression lens to draw connections between pronatalism, human supremacy, and ecological overshoot, and offers solutions to address their combined impacts on the planet, people, and animals.

BEYOND PRONATALISM TOWARD **LIBERATED CHOICES**

Pronatalism—the social bias and pressure toward having children—is the fundamental driver of our population growth as well as reproductive and social injustice worldwide. We empower people to make liberated and informed choices for themselves, their families, and the planet, including adopting broader understandings of “family” with our human and non-human kin.

BEYOND ANTHROPOCENTRISM TOWARD **ECOCENTRISM**

Anthropocentrism is a widely shared worldview that humans alone possess intrinsic value and that nature and all other beings hold value only in their ability to serve humans. We advocate for a radical shift in our relationship with all animals and with the entire natural world: from one of domination and exploitation, to one of reverence, justice, and care.

BEYOND SOCIAL INEQUITIES TOWARD **SOCIAL JUSTICE**

Vast social inequity, in which billions live in poverty while millions enjoy enormous wealth, is an inevitable consequence of the pursuit of unlimited growth on a finite planet. We challenge the unjust and growth-driven socioeconomic systems that exploit and disempower human communities and threaten all life on Earth.



OUR VALUES

COMMITMENT TO THE TRUTH

We approach our planetary predicament with empirical and analytic rigor and our interpersonal relationships with openness and honesty.

JUSTICE

In recognition of our deep relationships, interconnectedness, and interdependence with all beings, we are committed to upholding the rights and wellbeing of nature and all its human and non-human inhabitants.

DIVERSITY

We value diversity in human communities and the non-human world as a source of inspiration and beauty. We stand by peaceful coexistence among all beings.

HUMILITY

We seek to be grounded in the wisdom of nature and informed by the appreciation of our own limits of perception and understanding.

COLLABORATION

We aspire to represent and work with a wide variety of voices to ensure broad perspective-taking and sensitivity to the needs of all.

RESILIENCE AND COURAGE

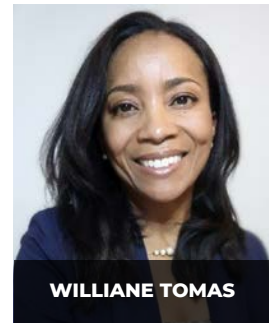
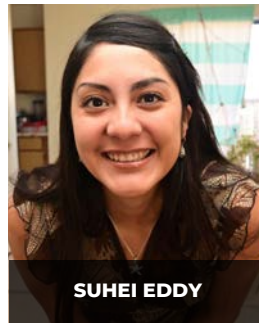
We remain committed to right action in the face of cascading global crises and cultivate the courage to face our plight with equanimity and compassion.

JOY

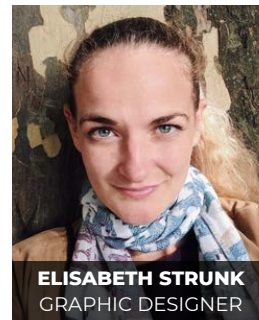
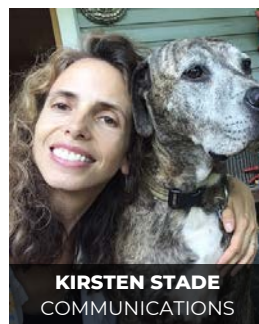
We foster a way of being of lightness and gratitude that joyfully embraces the beauty and abundance of everyday life.

MEET OUR TEAM

BOARD OF DIRECTORS



STAFF





OUR ACCOMPLISHMENTS



OUR ACCOMPLISHMENTS

WE WON AN AWARD FOR THE OVERPOPULATION PODCAST

The **Overpopulation Podcast**, co-hosted by executive director **Nandita Bajaj** and researcher **Alan Ware**, draws the connections between pronatalism, human supremacy, and ecological overshoot and offers solutions to address their combined impacts on planet, people, and animals.



TOP 1.5%

The Overpopulation Podcast is ranked in the top 1.5% of all podcasts globally.

15k

The Overpopulation Podcast has a listenership of over 15,000 people.

80

The Overpopulation Podcast has listeners from over 80 countries.

WE INSPIRED CHANGE

The Overpopulation Podcast was awarded a **Change Champion Award** in the category of Best Online Campaign by the UK nonprofit Population Matters. The award is given to “individuals and organisations across the globe for their progressive, effective and brave work promoting reproductive rights, defending the environment, and enlightening the public about the challenges we face and the solutions that are available.”

Find all podcast episodes at populationbalance.org/podcast

WE TALKED TO THE EXPERTS

In The Overpopulation Podcast Nandita and Alan talk to world-renowned expert guests. Featured interviews include the coverage of India becoming the most populous nation with feminist scholar **Amrita Nandy**, exploring the impacts of overpopulation on animals with ecologist **Carl Safina**, highlighting successful rewilding and conservation efforts with rainforest conservationist **Suprabha Seshan**, and exposing the techno-utopian and free-market fundamentalist fallacies of “green growth” with world-renowned historian of science **Naomi Oreskes**.

LISTENER FEEDBACK

” Thanks for your excellent interview with Carl Safina! His message that other species have their own unique cultures and their own highly-evolved systems of communication and cooperation needs to be heard and understood much more broadly. Perhaps if it were, we humans would repent of our foolish arrogance in relentlessly terrorizing and exterminating the myriad beautiful creatures with whom we share the planet. Thank you for your good work in endorsing a more sane and responsible way of life for us humans.

- Charles, US

” Your podcast has truly opened my eyes (and ears) to pronatalism & parenthood, and had a profound impact on my life. Big thanks from across the pond. I think I have binged on several of your episodes on pronatalism 5 times each so thanks for offering such a great platform for discussion! The societal pressure to procreate was a bit of an issue for me and I was struggling to navigate these feelings until I found the podcast. With the shocking news from the US [overturning of Roe v Wade], it seems like there is a fair way to go, but hopefully this can become a catalyst for change and growing awareness of Population Balance.

- Jack, England



AMRITA NANDY

Patriarchy, Motherhood, and the Search for Meaning

THE OVERPOPULATION PODCAST



CARL SAFINA

The Beauty and Complexity of Animal Cultures

THE OVERPOPULATION PODCAST



SUPRABHA SESHAN

From Ego to Eco: Rewilding Nature and Ourselves

THE OVERPOPULATION PODCAST



NAOMI ORESKES

How Free-Market Fundamentalism Fuels Population Denialism & Undermines Democracy

THE OVERPOPULATION PODCAST



OUR ACCOMPLISHMENTS

WE EXPANDED OUR CONFERENCE & CLASSROOM PRESENTATIONS



We offered podcast interviews, conference talks, and high school and university presentations both in person and virtually.

ACADEMIC INSTITUTIONS

University of New Brunswick, Canada
University of Toronto Schools, Canada
Ontario Association of Geography and Environmental Educators, Canada
National Law School of India University, India
Doshisha Women's College of Liberal Arts, Japan
Oxford University, UK
University of Winchester, UK
Canisius University, US
Syracuse University, US
University at Buffalo, US
University of Denver, US
Wells College, US

10k

With our guest presentations we reached about 10,000 people globally.

25

We presented for 24 different institutions all over the world.

CONFERENCES, GROUPS, AND ORGANIZATIONS

Canadian Animal Law Conference, Canada
Film Panel: My So-Called Selfish Life, Canada
Childfree Convention, Global
Deep Transformation Network, Global
New Legacy Radio, Global
Planet: Critical Podcast, Global
Population Media Center, Global
Women and Climate Conference, Global
Degrowth Aotearoa, New Zealand
Int'l Conference on Sustainability & Education, India
Int'l Conference on Family Planning, Thailand
Population Connection, US
The Rewilding Institute, US

TESTIMONIALS

” Balancing human population has long been considered the "third rail" when discussing sustainability - quietly acknowledged but rarely openly spoken about. I appreciated Nandita Bajaj's dispassionate and well-researched presentation on "Challenging Pronatalism." Her thought-provoking presentation was excellent - well-supported with evidence, very well-designed slides, and an effective delivery. I could not have asked for more from a speaker on this important topic! Thanks for bringing this subject out into the open in such an engaging way.

- **Marian M. Brown, Director, Center for Sustainability and the Environment, Wells College**

” Having prior familiarity with Nandita and her work, I felt confident her guest talk would prove successful! She did not disappoint! Nandita and Population Balance tackle the important topic of overpopulation and pronatalism so delicately, yet boldly. There is deep respect and wisdom running through the talk. I'm especially grateful for the focus on the animal welfare impacts of overpopulation and pronatalism. Our MSc students seemingly concurred, with comments such as: 'this was the best lecture I've ever been to!' and 'I could listen to you all day.' Heartily recommended to everyone. Thanks so very much once again!

- **Jenny Mace, Associate Lecturer in Animal Welfare, University of Winchester, UK**

Find out more about our guest speaker program at populationbalance.org/speaker



OUR ACCOMPLISHMENTS

WE WELCOMED A NEW BOARD MEMBER

We welcomed a new board member, **Andrew Kyamagero**, to our team this year. Andrew is an award-winning news anchor of NTV Uganda. He is the CEO and Founder of Omuntu Wawansi, a nonprofit working to advance effective involvement of men and boys in family planning and the promotion of gender equity within Uganda.

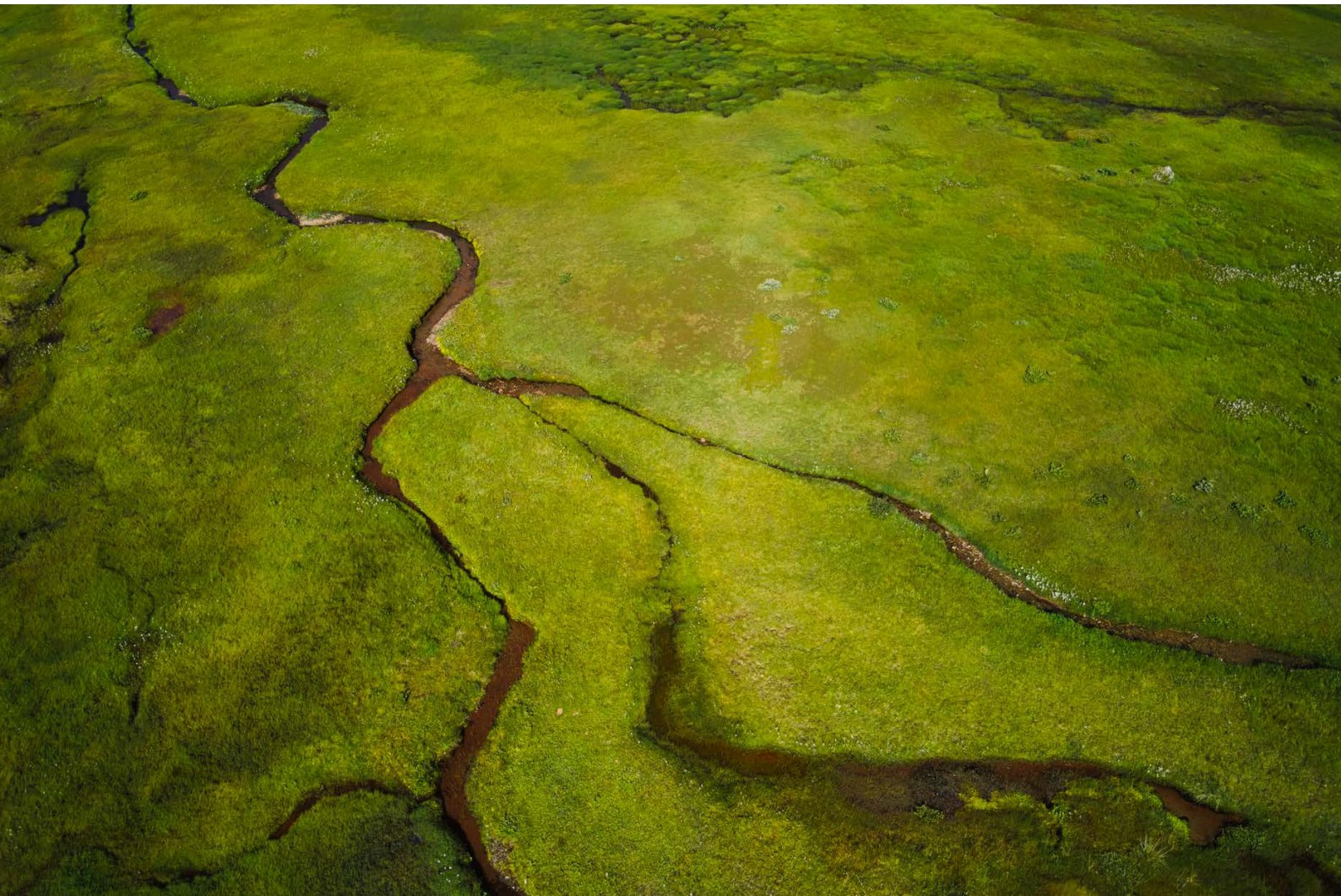
Andrew's podcast interview can be accessed at populationbalance.org/podcast



ANDREW KYAMAGERO

Engaging Boys and Men to Confront Patriarchy in Uganda

**THE
OVERPOPULATION
PODCAST**



OUR ACCOMPLISHMENTS

WE REACHED NEW HEIGHTS WITH OUR MEDIA ADVOCACY

12

We published or appeared in 12 major news outlets



Reproductive rights are under threat

Nandita Bajaj



Saying Out Loud What Others Won't Even Whisper About Climate Change | Opinion

Kirsten Stade



The Rise of Pronatalism

BY NANDITA BAJAJ




A Minnesota nonprofit's solutions to human overpopulation

Nandita Bajaj



The new push for more babies: How tech elites think it will save the planet

Feat. Nandita Bajaj



Population Denialism is Reminiscent of Climate Denialism

Kirsten Stade



Coercive Pro-Birth Policies Have Devastating Impacts on People and the Planet | Opinion

Nandita Bajaj

Hundreds of Thousands

Our media publications reached hundreds of thousands of people globally.

We ended the year with a major media panel event hosted by **Truthdig**, featuring executive director **Nandita Bajaj**, population and ecological economist **Dr. William Rees**, and co-founder of Greenpeace International **Rex Weyler**.

This interview and all our media articles can be accessed at populationbalance.org/media



Too Much? Too Little? Too Late?
Where humanity is headed in an overcrowded, over-consuming world.

WEDNESDAY, DECEMBER 6, 2023
10 AM PST / 1 PM EST

Christopher Ketcham
Dig Curator
Truthdig

Dr. William Rees
Professor Emeritus at the University of British Columbia

Nandita Bajaj
Executive director
Population Balance

Rex Weyler
Co-founder
Greenpeace International

OUR ACCOMPLISHMENTS

WE CREATED THE 'BIRTHGAP FACTS' PROJECT



We launched our project **Birthgap Facts**, a fact-based critique of the three-part 2021 film “Birthgap – Childless World” and its unsubstantiated assertions that population collapse due to declining fertility rates is imminent, and that rising childlessness is behind this alleged crisis.

The research was led by the **Population Balance team** and **Robert Engelman**, Senior Fellow at the Population Institute, with contributions from an interdisciplinary team of researchers and advocates in population studies, reproductive rights, and the environment.

Birthgap Facts ≡

This website is a fact-based critique of the three-part 2021 film *Birthgap – Childless World* and its unsubstantiated assertions that population collapse due to declining fertility rates is imminent, and that rising childlessness is behind this alleged crisis.

[Learn more at birthgapfacts.org](https://birthgapfacts.org)

**The project can be accessed at
birthgapfacts.org**



OUR ACCOMPLISHMENTS

WE LAUNCHED AN INTERNATIONAL VIDEO SERIES PROJECT

We launched a new video series 'Population and Sustainability' featuring women from the Philippines, Mexico, Hong Kong, and Haiti who shared their personal views on population, pronatalism, sustainability, and their decision to not have children.

The series can be found at populationbalance.org/interviews

GIRLPLANET CONVERSATIONS

OUR NEW SERIES ON YOUTUBE!

LET'S TALK ABOUT
**POPULATION &
SUSTAINABILITY**

OUR ACCOMPLISHMENTS

WE PUBLISHED GROUNDBREAKING ACADEMIC PAPERS



A paper written by executive director **Nandita Bajaj** and communications manager **Kirsten Stade** in Jan 2023 was the **top ranking** article of the year in the Journal of Population and Sustainability, and has already been cited 6 times.



Executive director **Nandita Bajaj** also co-authored a new paper with PB advisor **Dr. William Rees** among others, which was published in Science Progress in Oct 2023 and has already been viewed over **50,000 times**.





FINANCIALS

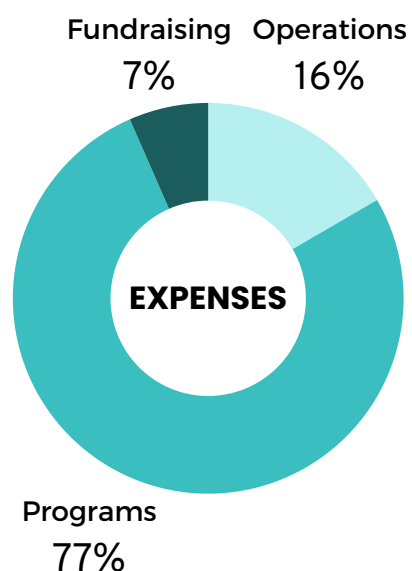


INCOME	
Individual Donations	\$200,096.01
Foundation Support	\$159,615.37
Honoraria	\$12,736.83
Corporate Grants	\$217.55
Other Income	\$457.32
TOTAL INCOME	\$373,123.08

EXPENSES	
Programs	\$120,145.30
Management & General Ops	\$25,977.67
Fundraising	\$10,274.35
TOTAL EXPENSES	\$156,397.32

NET REVENUE	\$216,725.76
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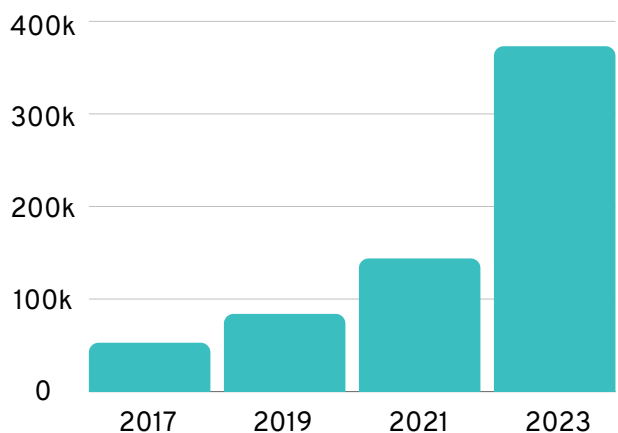
TOTAL ASSETS	\$365,282.78
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WE'RE HAVING AN IMPACT!

Following the change in our executive and board leadership in 2021, and the accompanying transformation of our mission, vision, values, and strategic goals, we have seen enormous growth in our reach and impact. Our unique approach of exposing the power structures that uphold pronatalism, human supremacy, and ecological overshoot, and of offering solutions toward liberation, has made Population Balance a leading global voice on these interconnected issues. This expansion in our programming and impact, captured in the breakdown of our funding growth over the past 7 years, was made possible by the generosity of supporters like you. 2023 was a record-setting year for both our fundraising and our programs, and we are excited about further broadening and deepening the scope of our work and impact in 2024.

YEAR	INCOME
2017	\$52,809
2019	\$83,970
2021	\$143,855
2023	\$373,123



OPERATIONAL EXCELLENCE

As a result of our operational excellence and transparency, we've been awarded the highest ratings on Charity Navigator and GuideStar, two of the world's most trusted nonprofit evaluators.



POPULATION BALANCE

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Tax ID: 41-1724149



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