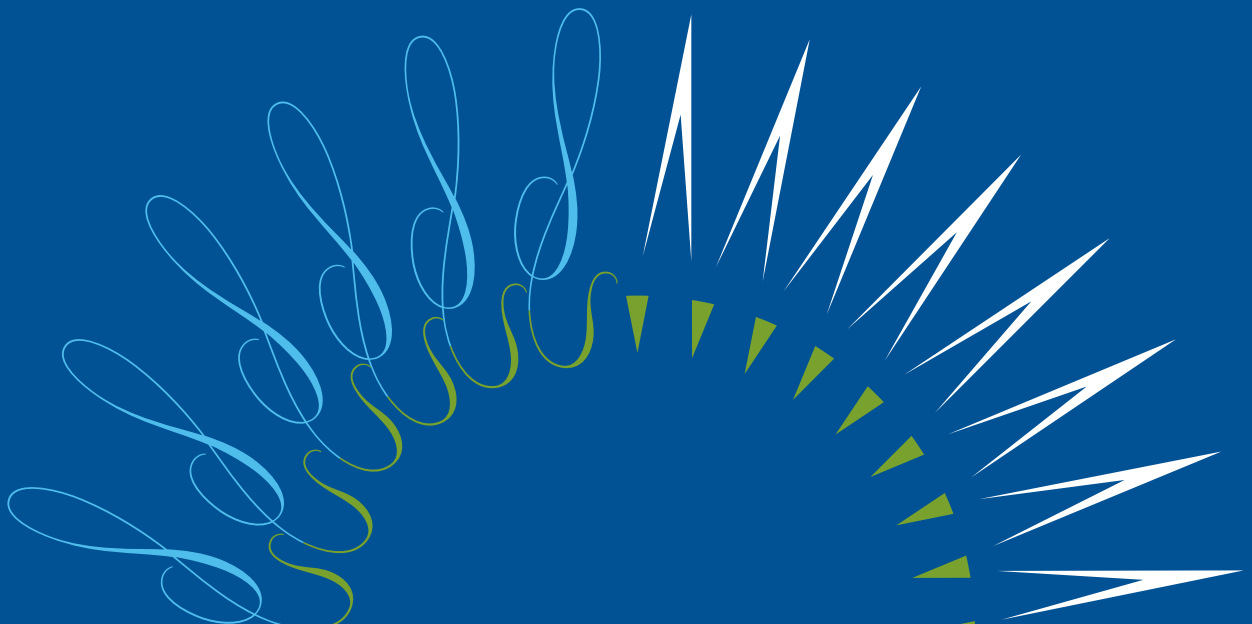


“Tell the
truth
and
trust
the people”

PEW PROSPECTUS 2010



The Pew Charitable Trusts is driven by the power of knowledge to solve today's most challenging problems. Pew applies a rigorous, analytical approach to improve public policy, inform the public and stimulate civic life. We partner with a diverse range of donors, public and private organizations and concerned citizens who share our commitment to fact-based solutions and goal-driven investments to improve society.

An independent nonprofit, Pew is the sole beneficiary of seven individual charitable funds established between 1948 and 1979 by two sons and two daughters of Sun Oil Company founder Joseph N. Pew and his wife, Mary Anderson Pew.

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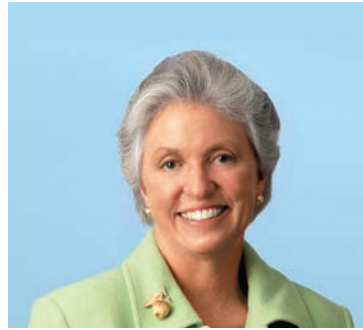
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Message from THE PRESIDENT



REBECCA W. RIMEL
President and Chief Executive Officer

Back in 1946, *Look* magazine—known more for its stories and photographs of the glamorous set and for a circulation second only to *Life's*—wondered just what the nation needed in that turbulent postwar period. Seeking some wisdom and clarity, it invited a number of the era's accomplished people to discuss (in a top editor's words) "what we would expect of good government."

Joseph N. Pew Jr., an executive at the Sun Oil Company (he would become board chairman in 1947) and a prominent voice on social and political issues, was one of those invited to state—in 150 words or less—the "first two things you would do as president."

In a telegram, he wrote back, "Tell the truth and trust the people."

The editors, disappointed with the brevity of his comment, asked him to expand on it.

Mr. Pew held his ground. Responding by telegram, he wrote, "Would like my statement to stand as believe full light of day on every subject is only conceivable procedure possible."

Two years later, when Mr. Pew and his siblings founded The Pew Charitable Trusts, they brought to their new institution the qualities of entrepreneurship, generosity and fact-based philanthropy that had always been a part of their careers and personal lives. They also endowed

the Trusts with an approach that would serve no matter how the specifics or the nature of the challenges facing society might change over time. Their commitment was steadfast, their charge unambiguous: "Tell the truth and trust the people."

Bedrock principles never change. In 2010, our initiatives continue to shine the "full light of day" on urgent issues of our era, applying the power of knowledge to drive our work.

For example, we work toward ensuring the safety and transparency of consumer financial products. One initiative, the Pew Safe Credit Cards Project, working in partnership with a broad array of policy makers, economists, consumer advocates and others, produced several reports that identified the industry's predatory practices, such as punitive interest-rate charges and arbitrary changes in the agreement contract with consumers. The project then proposed fact-based solutions in the form of a set of standards, many of which were incorporated in the landmark Credit CARD Act of 2009.

And when credit card companies accelerated consumer-unfriendly rules in advance of the phase-in of the policy changes, the project worked to shine a public spotlight on the loopholes and called for faster implementation—a reminder that for "truth-telling" to have the broadest impact, it must be coupled with diligence and perseverance.



We also advocate for full participation in voting, the essential act of a citizen in a democracy. Last year, the Pew Center on the States issued the first-ever detailed analysis of states' voting systems for members of the military serving abroad; fully half of the states fell short of assuring a timely counting of votes from overseas.

This and other findings informed the debate on the Military and Overseas Voter Empowerment Act, which became law as part of the National Defense Authorization Act. At long last—it has been almost 60 years since President Harry Truman implored Congress to guarantee voting rights to members of the military stationed overseas—our service men and women and citizens abroad will have adequate time to vote in U.S. elections and return their ballots in time to be counted.

Ocean protection is also long overdue. Threats to the sustainability of our planet's deep seas have been recognized for more than a century and have only intensified in recent decades with improvements in technology and fishing equipment. Our truth-telling about the state

of the oceans and the consequences of overexploitation is grounded in science-based recommendations from the now-completed Pew Oceans Commission and other initiatives.

Those efforts have informed policy change from Europe to Australia—as well as in the United States. Last year, the outgoing Bush administration established a marine national monument at the Mariana Islands and other Pacific locales, and the Obama administration has continued the momentum by appointing a task force to make recommendations for good oceans stewardship, which will be reported to the nation in 2010.

These are but a few recent examples of how we are following the charge of Mr. Pew's marvelously succinct expression of leadership and how we are achieving results in the public interest.

But our policy initiatives tell only part of our story. The Pew Research Center is the heart of our information efforts. Taking no positions whatever on issues, the center conducts public opinion polls and surveys to produce and disseminate fact-based information on the concerns, attitudes and trends shaping America and the world. 2010 marks its 15th year as part of Pew, and the center and its projects have consistently won acclaim for the accuracy of their polls and their dedication to transparency, rigor and independence. This year the center is conducting a year-long study of the millennial generation, the current cohort of young adults who, as they come of age, will be determining our nation's direction in the coming decades.

As with the array of issues in which Pew is currently engaged, the Philadelphia of today would likely look different, yet still strikingly familiar, to Mr. Pew in comparison to the city he knew in the middle of the 20th century. Among the many constants—Carpenter's Hall, Boathouse Row, a passion for sports, a respect for tradition—he would find the Pew name associated with a commitment to furthering Philadelphia's heritage as a great American metropolis.

One example of our continued focus on our hometown lies in the Trusts' Philadelphia Research Initiative,

which applies meticulous research methodologies to examine pressing local issues, often in comparison to other municipalities across the nation. The findings have informed discussion on long- and short-term problems facing our community and its residents; and the multicity assessments have proven educational both in Philadelphia and elsewhere, even in places not mentioned in the report, because city-based comparison data are not commonly available.

He would also appreciate that, as Pew has grown in size, scope and influence, its geographic footprint has grown as well. We recently completed the renovation of our new office building in Washington, D.C. In light of our long-standing commitment to environmental responsibility and the goals of a green economy, we worked with the U.S. Green Building Council to gain Leadership in Energy and Environmental Design (LEED) certification, which signifies that the structure meets the highest standards of natural-resource stewardship.

Within the building, we have established a Conference Center, which provides nonprofit organizations a place to gather—a physical extension of our mission to generate knowledge and apply its power to critical issues of the day. As Pew and other groups use the center to host an ever-broader range of events and activities, it becomes a nexus for the sharing of diverse viewpoints, cross-issue collaboration and inspired, nonpartisan problem-solving.

We have another front door, of course—the virtual one of our Web site, www.PewTrusts.org. It was just 50 years ago that some of the computer's library-like potential—information storage and retrieval, for example—was first described. From those humble aspirations, computers have come to play a role in almost every aspect of our lives, and the Internet has grown to represent much more than an opportunity to warehouse data. In fact, it is a dynamic platform for proactive information-sharing, community-building and individual and collective action.

Our site reflects our mission by serving as an interactive destination where visitors can depend on the fact-based research and analyses that we offer—a contrast to much

Web information that consists of conjecture and unverified statements.

That Joseph N. Pew Jr. delivered his response to *Look* via a concise telegram as opposed to an e-mail is another reminder of the fact that change and tradition are inherently interwoven—a concept that remains integral to our operating philosophy. His son Joseph Newton Pew 3rd—the only surviving member of our original board; a man who knew the founders as father, uncle and aunts—has counseled us: “Seventy or 80 percent of the problems we work on today did not exist when the donors were alive. Our founders entrusted the stewardship responsibilities to us. Our job is to understand the facts, get the best advice we can and make the wisest decisions about the best use of these resources in the current circumstances in which we find ourselves.”

In an age of instantaneous communications—where words can begin affecting our world in the best and worst ways almost in the moment they are articulated—perhaps the greatest wisdom passed down by the founders of The Pew Charitable Trusts lies in what they did *not* say. No narrow dictums; no litmus tests for addressing one issue or another; no political boxes into which our work must be stuffed. Rather, advice that any leader in any age would be wise to follow. And words that will continue to guide our work—serving both as a connection to our past and as a beacon of constancy and consistency in our future efforts to drive positive change in the public interest.

Sincerely,

Rebecca W. Rimel
President and Chief Executive Officer

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Improving
PUBLIC POLICY



Pew is a knowledge-based advocate for policy solutions in the areas of the environment, state issues, economic concerns and the health and financial security of the American people. From a base of rigorous, nonpartisan research, study and analysis, we support focused, well-considered initiatives when the case for change is compelling and the facts are clear. The goal is to educate decision makers and help them form consensus on policies that will serve the public good.



The Temiscamie River in Quebec is within the Alouane-Temiscamie-Otish National Park, described as "one of the last bastions of Quebec's boreal forest." Pew has been helping protect Canada's boreal forest, the largest unspoiled forest and wetland ecosystem remaining on earth.

PEW CENTER ON THE STATES

The year 2009 will be remembered as one state governments would rather forget. Gripped by the stubborn recession, states experienced their sharpest revenue decline in half a century, a collective drop of \$63 billion over the previous year.

At the same time, demand for government's help—especially unemployment insurance and Medicaid—soared as Americans lost jobs and health coverage. All but two states faced budget gaps, and to close them, policy makers reluctantly voted for deep cuts in programs and increases in taxes and fees. And they will continue to face difficult choices in 2010.

One tough choice will involve the growing cost of corrections. State corrections costs now top \$50 billion annually—four times the amount spent two decades ago—and consume one of every 15 discretionary dollars.

Over the past several years, Pew has documented correctional trends and proposed sensible reforms, shedding light on a policy area that has been shaped more by “tough on crime” rhetoric than by reference to the facts.

In 2008, a Pew report revealed that 1 in 100 adults in America was behind bars, a sobering rate far exceeding that of any other nation. Last year, we examined the explosive growth in the number of people on probation and parole, a population that now exceeds five million. All told, 1 in 31 adults in America is now under some form of correctional control. State-by-state breakdowns in these reports highlighted where the problems are most acute.

As our research makes clear, prison is unquestionably the right place for chronic and violent offenders, but incarceration has spread far beyond that group, with little impact on recidivism levels. The public is simply not getting a return in safety that matches the investment in corrections. Since states, unlike the federal government, must balance their budgets, every dollar spent unnecessarily on prisons is a dollar not available for early education, higher education, health care or other social needs.

When Pew launched its Public Safety Performance Project in 2006, the goal was to help states embrace smart, proven approaches that save taxpayer dollars while keeping communities safe. The national research tells important truths about the cost and effectiveness of incarceration and the effect of innovative programs emerging across the country. But each state also needs to understand its particular challenges.

Pew's staff, along with the Council of State Governments Justice Center, the Vera Institute of Justice and other partners, help states analyze who is sent to their prisons and how long they stay. We then provide a customized menu of policy options, informed by evidence-based examples tested elsewhere. Underlying our work, which has been embraced by red and blue states alike, are three goals: reducing crime, holding offenders accountable and controlling costs.

The project first gained traction in Texas, where reforms saved \$501 million in fiscal year 2009 and helped cut probation failures by 26 percent. Pew's partnership also paid dividends for Kansas, which saved \$33 million the same year while reducing probation and parole failures by more than 25 percent. Those early victories, combined with the deepening fiscal crisis, have created a growing demand for Pew's assistance, with more than a dozen states now requesting help.

The work in corrections is just one example of how the Pew Center on the States seeks opportunities to help states embrace wiser, more cost-effective ways of doing business. Our campaigns to advance early education, home visiting programs, and children's dental health are built on decades of research showing that investments in the early years pay significant dividends for children, families and communities—and are one of the best approaches to economic development states can take.

Elections are at the heart of a vibrant democracy, and we are working to make voting more cost-effective, accurate and efficient. Our report "No Time to Vote" demonstrated how American military voters overseas were being frustrated by state election laws—a finding that led Congress to enact a sweeping bill, the Military and Overseas Voter Empowerment Act, that serves to ensure that voters abroad get their ballots

sooner as well as faster and can return them in time to be counted.

The same focus on performance can lead to reform of the nation's voter registration system by transforming it from an error-prone, paper-based process to an accurate system that uses already-existing official data sources and the latest proven technology.

Building on a decade of grading states on how well they manage their money, we also bring hard facts to bear on a range of state budget and fiscal issues. Our team of Stateline journalists monitors budget and policy developments, producing a daily roundup of news from across the 50 states and ongoing coverage of critical topics from Medicaid to the impact of the federal stimulus, including state-by-state comparisons on important concerns.

Across this spectrum of issues, our approach never varies: rigorous research that injects hard data into policy debates and ensures that the public have the facts they need to hold government accountable.

Susan K. Urahn

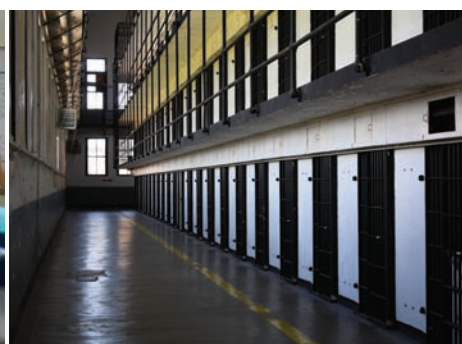
Managing Director
Pew Center on the States



Americans should be able to vote easily, whether at home or abroad.



Investments in children benefit the youngsters as well as their communities and states.



Americans deserve a public safety return that matches the investments in corrections.

PEW ECONOMIC POLICY GROUP

For more than a year, the major ongoing story all over America has been the persistently discouraging economic news. Even with some promising signs of recovery, many individuals and households continue to face economic insecurity.

The nation as a whole is in a comparable situation: It now faces its worst fiscal outlook in memory. The challenges facing the domestic—indeed, the global—economy have prompted a host of high-stakes discussions about appropriate policy responses.

Throughout our country's history, particularly during times of economic uncertainty, there has been a pressing need for unbiased data and facts. Sound public policy in our democracy demands accurate, data-driven information so that citizens can weigh in on the debates, and so that policy makers can render their best judgment in creating laws that respond to issues of national importance.

Joseph N. Pew Jr. summarized this process in the simplest of terms: "Tell the truth and trust the people." Ever since the Pew Economic Policy Group was created in 2008, we have steadily gathered compelling data, informed policy debates and developed broad bipartisan consensus on key economic issues.

Pew's Subsidyscope project embodies the principle articulated by Mr. Pew. Its mission is simple: to raise public awareness about the role of federal subsidies in the economy. The project intentionally avoids taking positions on the role or impact of particular subsidies and, instead, provides data that will inform decision makers and taxpayers alike.

In its first year of existence, Subsidyscope has become an authoritative source for the often-hidden subsidy

programs that permeate the federal budget. For example, the mortgage interest deduction on owner-occupied homes costs the government more than \$100 billion annually. And the federal government accounts for nearly half of the total spending in the health sector. These facts are likely to be news to many Americans, who previously did not have easy access to such information.

Subsidyscope has been a truth-teller in these and many other cases. After launching timely analyses of the federal government's Troubled Asset Relief Program, Subsidyscope began building the most comprehensive data source of subsidy statistics available across major sectors of the economy.

During a time of increasingly scarce fiscal resources, Subsidyscope provides information about subsidies so that the public, the press, policy makers and advocates across the ideological spectrum can make more informed decisions about government-spending policies and priorities. The project's research has been widely cited in newspaper articles, on television and radio networks and in congressional reports, and has sparked energetic discussions in the blogosphere.

Other projects in the Pew Economic Policy Group's portfolio also exemplify telling the truth and trusting the people. Building on nearly three years of rigorous research and analysis, our Economic Mobility Project has compiled a comprehensive, wide-ranging look at the facts, figures and trends related to the health and status of the American Dream—that is, the ability to

move up the economic ladder. The project has also identified significant pockets of economic immobility in the country.

The research culminated last year in the report “Renewing the American Dream: A Road Map to Enhancing Economic Mobility in America.” The recommendations developed by its bipartisan principals group, some of the leading mobility scholars in the country, offer ideas for policy actions to enhance mobility, including promoting education and encouraging savings for education, home ownership and retirement.

To confront the looming fiscal crisis facing the nation, the Pew Economic Policy Group supports projects that seek to elevate fiscal responsibility as a primary element of federal executive and legislative leadership. One of these is a high-profile and respected partnership between Pew and the Peter G. Peterson Foundation. The Peterson-Pew Commission on Budget Reform comprises a bipartisan group of recognized fiscal experts, including former heads of the Congressional Budget Office, the Office of Management and Budget, the Government Accountability Office, the congressional budget committees and the U.S. Federal Reserve Board, and is making specific recommendations to reduce the national debt and reform the nation’s budget process.

The commission’s first report urged Congress and the Obama administration to commit immediately to stabilizing the debt at 60 percent of the gross domestic product by 2018 and argued that both tax increases and spending cuts must be on the table. Columnist David Broder called the suggestions “stiff medicine, but the message of this report is that temporizing on this issue poses such perils to the nation’s future that the risk is unacceptable.”

Ultimately, policy makers—informed by the will of the American people—will establish the path ahead for the U.S economy, making decisions that will also be affected by market dynamics and global economic factors. However, they can have full confidence in proposed solutions only if they possess verifiable facts and unvarnished analyses. Throughout this unsettling time in our nation’s economic history, the Pew Economic Policy Group will continue producing nonpartisan, high-quality data and rigorous analysis to help inform many of the nation’s most challenging policy debates.

John E. Morton

Managing Director
Pew Economic Policy Group



A comprehensive online database makes government subsidies more transparent to the public and policy makers.



Matters of fact: How readily can Americans move up the economic ladder, or how likely are they to move down?



Addressing the national debt with analysis and recommendations.

PEW ENVIRONMENT GROUP

Henry David Thoreau wrote, “In wilderness is the preservation of the world.” One of the principal goals of the Pew Environment Group is to preserve as much of that wilderness, both on the land and in the sea, as we possibly can.

The term “wilderness” is most often applied to terrestrial landscapes. Oceans, however, cover over 70 percent of the planet and contain a far greater amount of relatively untouched and unexplored areas than exist on land. Yet whether in the sea or on land, those regions that are still deserving of the term “wilderness” are shrinking in ways that we never imagined just a century ago, when the world still appeared vast and much of it unspoiled.

Our quest to protect the world’s remaining wilderness is motivated not simply by the benefits to nature of ensuring that these last unspoiled tracts are spared from the chain saw, the tractor and the relentless expansion of human civilization. We believe there are abundant reasons to preserve wild areas for their value to people.

For unbeknownst to many, wilderness provides innumerable services and resources that are important to the economic, social, aesthetic and spiritual qualities of human life.

Consider that the world’s rapidly shrinking wild forests as well as our oceans generate most of the oxygen in our atmosphere and absorb vast quantities of carbon dioxide, a major greenhouse gas. Moreover, most of the species of life on earth reside in these areas and offer huge potential benefits to human society in the form of new medicines, agricultural products and reservoirs of genetic diversity.

The benefits from wilderness, known as “ecosystem services,” are of enormous value. Indeed, an international team of economists recently noted that the advantages we accrue from protected natural areas yield literally trillions of dollars in benefits in the form of fresh water, flood control, improved fish catches, pollination of crops, jobs and other values that never show up on any spreadsheets.

The conservation challenge is urgent. The United Nations Environment Programme estimates that although forests still cover about 30 percent of the earth’s terrestrial surface, only 20 per cent of the world’s forests remain in large intact areas. Moreover, deforestation—from conversion to cropland, logging and the harvesting of wood for fuel, among other activities—removes nearly 15 million acres of primary forest per year.

Despite the relatively small amount of terrestrial wilderness that enjoys some kind of long-term protection, preservation of similar areas in the world’s oceans lags far behind. While some 6 percent of terrestrial wilderness areas are protected in one form or other, less than one-tenth of 1 percent of our oceans are similarly safeguarded.

Rampant overfishing, pollution, habitat destruction, coastal development, ocean dumping and myriad other activities have profoundly altered the world’s marine environment, threatening entire ecosystems

and the life they contain. Some of the top predator species such as sharks, tuna and swordfish have declined by 90 percent or more over the past six decades, and many of the world's commercial fisheries remain vulnerable to collapse.

In response, the Pew Environment Group has worked to protect large tracts of both forest and ocean wilderness for over 15 years.

In Canada's boreal forest this has resulted in the permanent protection of more than 125 million acres, one and a quarter times the size of the state of California. In the United States we played a critical role in encouraging Congress to designate 158 new or expanded wilderness areas, adding nearly five million acres to the National Wilderness Preservation System. Our Heritage Forests Campaign was the driving force behind the Roadless Areas Conservation Rule, which protects almost 60 million acres of U.S. national forestlands from being opened up to development.

Pew's Global Ocean Legacy initiative has spearheaded efforts resulting in the preservation of more of the world's marine environment than has ever been protected before. The Papahānaumokuākea Marine National Monument in Hawaii, established in 2006, followed by the Marianas Trench Marine National

Monument in 2009, are the world's largest marine reserves, cumulatively protecting approximately 235,000 square miles of ocean wilderness. And now we are advocating for the creation of the Chagos Archipelago Marine Park in the Indian Ocean, which, at 209,000 square miles, covers an area bigger than France.

Despite our successes, we believe that the most profound choices affecting the global environment are now before us. In the case of wilderness—as well as the world's climate—we will not have a second chance to get it right. Once these areas are cut, trawled, paved, fished out or developed, they are not retrievable in the form that took millions of years to evolve.

Following the injunction of Joseph N. Pew Jr., we can only "tell the truth," employing the best tools of science and communication and striving to ensure that these choices are made with the benefit of information that is both accurate and balanced, with full awareness of the consequences for ourselves and the generations that will follow.

Joshua S. Reichert

Managing Director
Pew Environment Group



A nesting colony of masked boobies on the rocky islet of Resurgent at the Great Chagos Bank.



The wilderness provides measurable benefits but is rapidly disappearing.



Signs of a warming planet abound, and the trend poses serious risks to the economy as well as the environment.

PEW HEALTH GROUP

Americans should not have to worry about hidden dangers in the products they use every day—in the medicines they take, the food they eat or the financial and consumer items they rely on.

The Pew Health Group implements Pew founder Joseph N. Pew Jr.'s vision of telling the truth and trusting the people by shining a light on potential and actual hazards in these products while advocating for policies and practices that reduce unacceptable risks to the health and well-being of the American public.

For instance, credit cards can be an effective means to manage cash flows or finance important purchases, but they also pose dangers. Credit card users can fall prey to lenders who modify agreements and create extra charges, which can leave individuals and families with long-term financial challenges.

Much anecdotal evidence about lender abuse has emerged in recent years. In partnership with the Sandler Foundation, the Pew Health Group conducted a quantitative examination into consumer use of credit cards, studying industry products, practices and revenues. We found that a full 100 percent of the almost 400 credit cards offered online by the leading card issuers included methods defined by the Federal Reserve Board as "unfair or deceptive."

Drawing from comprehensive research, Pew staff established the Pew Safe Credit Card Standards and clear guidelines to protect cardholders. Then the team worked diligently to see credit card reforms put into law by sharing our findings with legislative staff on Capitol Hill.

Our efforts contributed to significant reform that simplifies pricing and allows people to make better-informed decisions. In the end, many of the Pew standards became key elements of the Credit Card Accountability, Responsibility and Disclosure Act of 2009, which President Obama signed last May. As the government implements the act, our financial security team continues to advocate for strict adherence to the legislation and transparency in credit card practices.

The Pew Health Group has applied this same winning combination—rigorous research followed by diligent advocacy when the facts are clear—to address concerns in the food and pharmaceutical industries.

The public should not fear that the food they eat might send them or a loved one to the hospital, yet our nation relies on food safety laws put into place by President Theodore Roosevelt over 100 years ago. Contamination in foods such as cookie dough, peanut butter and spinach has resulted in food-borne illnesses across the nation. In fact, the Centers for Disease Control and Prevention estimate the nation has 76 million food-related illnesses and 5,000 deaths annually.

Yet the U.S. Food and Drug Administration does not have the power to recall contaminated foods or require companies to regularly test their food and report any contamination to the agency, and it inspects food-producing factories an average of only once per decade.

The Pew Health Group has been striving over the past two years to modernize the woefully outdated food safety statute. We lead the Make Our Food Safe coalition, which includes consumer and public health groups and organizations representing victims of food-borne illness. Its efforts have greatly increased awareness of food-borne contamination issues across the nation and in Congress, resulting in successful reform measures in both the House and the Senate.

We are also addressing the overuse of antibiotics, particularly in the production of meat on industrial farms. Drugs are given to healthy animals to promote weight gain and compensate for overcrowded, unsanitary conditions—a dangerous practice that reduces the effectiveness of these life-saving drugs and contributes to the rise of antibiotic-resistant bacteria. Indeed, each year, some two million Americans acquire bacterial infections, and 90,000 die as a result; about 70 percent of the infections are associated with bacterial pathogens resistant to at least one drug.

In a joint initiative with the Pew Environment Group, the Pew Campaign on Human Health and Industrial Farming is fighting to end the injudicious use of antibiotics.

Just as we believe that antibiotic use should be based on sound science and informed policy, so the Pew Health Group aims to ensure that all pharmaceuticals—an essential part of modern daily life—are effective and reliable. We created the Pew Prescription Project to press for changes that will increase evidence-based prescribing and assure that pharmaceuticals are approved, manufactured and marketed in the safest way possible. The nation needs improved transparency in the marketing of drugs and medical devices and better oversight of the way drugs are made and distributed.

The Pew Health Group is also committed to basic science through the Pew Scholars in Biomedical Sciences program, which, over the past 25 years, has supported more than 600 innovative biomedical researchers early in their careers. Alumni have risen to senior leadership roles in top research institutions and won many honors, including three Nobel Prizes. We are dedicated both to furthering advances that may help produce new therapies and diagnostic procedures and to nonpartisan policy analysis and advocacy as we promote a safer, healthier nation.

Shelley A. Hearne

Managing Director
Pew Health Group



Overuse of antibiotics in industrial farming is a health danger to humans.



A new law protects credit card users.



To help prevent food-borne illnesses, the nation must update food safety laws that date back more than a century.

Informing THE PUBLIC

At the Pew Research Center, public opinion polling is one of the core methods of gathering information on the issues, attitudes and trends shaping America and the world—and on whoever is leading the pack at the moment.



Pew's Information Initiatives are principally carried out by the Pew Research Center, a Washington-based subsidiary. It comprises seven projects that use public opinion polling and other research tools to produce nonpartisan, unbiased reports and timely commentary on important issues and trends, both in the United States and worldwide. In an era defined by virtually limitless access to information, the center applies a rigorous, analytical approach to provide highly credible information on topics that shape, and reshape, our world.



INFORMATION INITIATIVES

Last October Mike Thomas, a columnist at the *Orlando Sentinel*, wrote a page-one broadside about political pandering to senior citizens. Thomas criticized congressional Republicans and President Obama alike for proposing an additional Social Security payment to seniors that, he argued, would add \$14 billion to the debt burden facing the young.

AARP backed the measure, arguing that the recession is taking a particularly heavy toll on senior citizens. After summarizing the advocacy group's points, Thomas wrote, "Now listen to reality."

"Reality" was research and analysis from a major 2009 poll by the Pew Research Center on how Americans of all ages are coping with the recession. It included this passage, quoted by Thomas: "The most compelling story to emerge from the survey is that older adults are living through what for them has been a kinder, gentler recession—relatively speaking. They are less likely than younger and middle-aged adults to say that in the past year they have cut back on spending; suffered losses in their retirement accounts; or experienced trouble paying for household or medical care."

Thomas's citation was a familiar use of the Pew Research Center's findings: to inject a dose of unbiased data into a politically charged debate. The center, called by another columnist "antiseptically nonpartisan," produces timely studies on major issues of the day and has no agenda beyond truth-telling.

It's a "fact tank," a reliable source of impartial information in a world rife with spin.

In the spring of 2009, at a time when President Obama was riding high in the polls and Democrats were still celebrating their big majorities in both houses of Congress, the center published a report on political values that proved prescient. A survey of 3,000 Americans had

found that, despite a marked decline in Republican identification, there was "no consistent movement away from conservatism, nor a shift toward liberalism." Indeed, compared to a survey two years earlier, fewer Americans said the government had a fundamental responsibility to provide a safety net for its people. And while there was overwhelming agreement that government should do more to make health care affordable and accessible, nearly half expressed concern about the government becoming too involved.

Those findings prefigured the tough sledding the Obama administration would face in building a case for health care reform. It turned out that while the public would grudgingly support emergency measures to prevent economic collapse, such as the bank bailouts, it was warier about a more sustained expansion of government's role—and the Pew Research Center had identified that nuanced distinction.

While surveying the American public about issues and values is a core part of the Pew Research Center's mission, its footprint is broader.

Last fall, the Pew Forum on Religion & Public Life completed a prodigious, three-year demographic study of Muslims around the world. Analyzing hundreds of data sources, it produced the most authoritative count to date of Muslims—at 1.57 billion, they are a quarter of the world's population—plus estimates of Muslim populations in every country and region.

The Pew Global Attitudes Project continued to probe worldwide opinion about American leadership and other matters of transnational concern. It found that Obama's election had led to a sea change in attitudes: Not only was the president himself highly popular in Europe and most other parts of the world, but esteem for America itself had improved markedly since President Bush's final year in office. The one dark shadow was in the Muslim world, where the new president's persona and policies had hardly dented entrenched anti-Americanism.

Back in this country, the Pew Internet & American Life Project did some truth-telling of its own on the important matter of broadband Internet adoption. In studies and in briefings with officials of the Federal Communications Commission, the center dispelled the notion that investing billions in expanding broadband availability would lead to a quantum leap in public use. The biggest reason that people did not use broadband, the project found, was neither availability nor price; it was the perception of many Americans that the Internet is not all that relevant to their lives.

The Pew Research Center is best known for its survey research. Its president, Andrew Kohut, is one of the country's most respected pollsters and a firm believer in the value of bringing the views of ordinary people into the public debate. "The American public is typically short on facts," Kohut has written, "but often long on judgment."

In recent years the center has broken new ground in areas where essential data were simply missing. Its demographic portrait of America's 12 million undocumented immigrants has been widely accepted by stakeholders on all sides of the immigration debate. The center caused a stir last year with a finding that nearly three-quarters of the children of undocumented immigrants were born in this country and thus citizens, further complicating an already complex issue.

The center's Project for Excellence in Journalism has carved out its own truth-telling niche. It daily monitors a representative sample of 55 news organizations—print, broadcast, cable and online—to produce authoritative reports on the topics and tone of media coverage. It found, for instance, that coverage of the recession was largely focused on developments in the nation's political and financial capitals and only rarely explored the impact on ordinary people.

The Pew Research Center publishes fresh reports and analysis on a wide range of topics on a near-daily basis, all of it readily available at pewresearch.org. Telling the truth is its only agenda.

Donald Kimelman

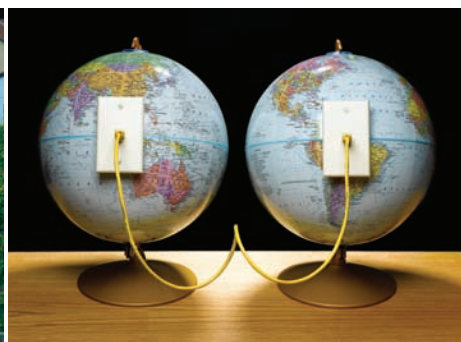
**Managing Director
Information Initiatives**



The Pew Forum completed a massive demographic study of Muslims around the world.



The Pew Research Center offers a wealth of data about how people live and what they think, all helping inform national dialogues on important issues.




In an increasingly interconnected world, the Pew Global Attitudes Project provides a crucial perspective.

Stimulating
CIVIC LIFE



Through the Philadelphia Program, Pew supports institutions that create a thriving arts and culture community, enhance the well-being of the region's neediest citizens and revitalize key public spaces. We also produce research on important issues facing the city and, when possible, identify promising solutions.



Philadelphia's City Hall, more than a century old, is a redoubtable architectural structure, a National Historic Landmark and, of course, the center of the city's political life.

CULTURE

Very late in the long and tortured process of adopting a Pennsylvania state budget for the current fiscal year, legislative negotiators sought to close a \$120-million gap through a sales tax on tickets to plays, concerts, museums and zoos.

Stunned cultural advocates were informed at the eleventh hour that this tax was a “done deal.” Nevertheless, with crucial leadership from the Greater Philadelphia Cultural Alliance, advocates mounted a potent state-wide effort to convince legislators that the tax would significantly reduce admissions and revenue streams of the nonprofit organizations involved, resulting in great damage to the culture sector. After advocates produced data that showed that the tax would yield only about \$13 million from the 4,900 cultural organizations statewide—a small fraction of legislators’ projections—the “arts tax” was dropped.

The revenue projections used to correct the legislature’s estimates were derived from the Cultural Data Project, which was developed several years ago by Pew and a coalition of six Pennsylvania funders and arts-service organizations as an online tool to collect financial and operating data from virtually every cultural organization in the state.

Its success in Pennsylvania has led to its adoption in California, Illinois, Maryland, Massachusetts, New York and Ohio, with interest rising rapidly in many other states, leading to the long-term possibility of a national database on the arts.

The Cultural Data Project is managed by Pew on behalf of 100 funders who cover the costs of the project in their respective states. Almost 6,000 organizations have submitted information to the project.

Because the facts and figures are collected in a standardized form, each institution supplies data only once a year and then is able to generate reports that can be sent to multiple funders at the click of a button, eliminating the need to re-organize the same information in varied formats. By consulting the data, states and localities for the first time can report accurately on the number of people attending arts events, the size of the cultural workforce and the economic impact of the sector.

The data submitted are subsequently given back to the organizations in easy-to-use reports that track trends and allow them to compare themselves to their peer institutions. Eventually, disciplines such as music and dance will be able to do customized research on their particular sector. For instance, last year the Philadelphia theater community issued the first report ever on the size of its audiences, number of employees and other key budgetary and operational figures.

The data are not used only to trumpet the arts sector’s impact or to dispute the claims of its critics; they also inform research about the field’s challenges.

A recent study of the balance sheets of cultural organizations throughout Southeastern Pennsylvania using Cultural Data Project data revealed disturbingly low levels of financial health from the lack of adequate working capital reserves and funds to cover the cost of building upkeep or to invest in new programs and

marketing efforts. A particularly troubling finding was that most of the institutions in the study that were planning new facilities were already financially fragile through such chronic “undercapitalization” and hardly able to cover current costs, much less the added expenses associated with a new building.

Pew continues to develop practical tools for the Cultural Data Project to help organizations more fully understand their own financial and operational challenges and thus be better positioned to take corrective action to remediate problems. In 2010, in collaboration with Philadelphia’s William Penn Foundation, Pew will roll out an online tool that will clarify for managers and boards of arts organizations how well their institutions are capitalized.

Another online tool under development would give organizations the capacity to test alternative financial scenarios, especially when building expansions or new programs are under consideration. After these instruments are piloted in the Philadelphia region, they will be made widely available to all project users and funders.

For a sector that has often made important decisions with limited data and had to rely on research not grounded in reliable numbers, the Cultural Data

Project is a game-changer. While making art has always relied heavily on inspiration, intuition and hard work, for institutions that intend to sustain their missions over the long haul, the initiative adds a valuable new element: hard facts. Successful arts professionals know that rather than inhibiting creativity, data give them the ability to assess risk and build the resources they need to stay at their artistic best.

In an increasingly crowded marketplace for the arts and other forms of leisure activity and with technology rapidly increasing the choices for engaging with culture, only those institutions that make decisions rooted in a fact-based understanding of themselves and their environment will thrive. The Cultural Data Project and the research it makes possible will fill a large gap in their ability to do so.

Marian A. Godfrey

Senior Director
Culture Initiatives

Gregory T. Rowe

Director
Culture Initiatives

Deputy Director
Philadelphia Program



Alonzo King’s Lines Ballet, based in San Francisco, Calif., participates in the Cultural Data Project.



Budding arborists at the 92-acre Morris Arboretum in Philadelphia.



The National Constitution Center, in Independence National Historic Park, increases public understanding of and appreciation for one of the nation’s founding documents.

PEW FUND FOR HEALTH AND HUMAN SERVICES IN PHILADELPHIA

Established almost 20 years ago, the Pew Fund for Health and Human Services is highly valued in the Philadelphia region for its steadfast commitment to organizations that assist some of the area's most vulnerable citizens.

The Pew Fund is also well known for setting the bar high for the quality of programs it supports. In an era of limited resources, it is imperative that nonprofit health and social service providers offer programs that are successful. Compelling stories without supporting evidence that a particular program or intervention is effective are not sufficient.

The value of hard evidence in the development of effective programming, no matter what the field, is increasingly understood. As the authors of the manual "Turning Knowledge into Practice," a landmark 2003 study on the use of research in the treatment of mental and addictive disorders, say, "We come down very strongly on the side of using the best that science has to offer in the design and delivery of services. While what we're doing already may be excellent, at a minimum we want to make sure that, if there is relevant research, we are using it. . . . Interventions supported by rigorous research offer more reassurances of that level of quality."

The Pew Fund shares that conviction and places strong emphasis on the need for evidence of effectiveness as a condition of support. With the encouragement of Pew and other funders, our partner organizations are making impressive strides in using research to inform their practice, in the spirit of Joseph N. Pew Jr.'s endorsement of fact-based research and trustworthy analysis—which he summed up as "truth"—to guide service providers and recipients alike.

Using the nationally recognized Families and Schools Together curriculum, Turning Points for Children, a Philadelphia social service agency and Pew Fund grantee, is working in 23 Philadelphia elementary schools to address the needs of approximately 6,000 children at risk of school failure. The goals of Family and Schools Together are to enhance children's success in school, reduce the risk of juvenile delinquency, violence and substance abuse, and improve family functioning.

The program is on the registry of evidence-based programs of the federal Substance Abuse and Mental Health Services Administration, signifying that the approach has undergone the most thorough testing and evaluation.

Over eight weeks, the program's families participate in sessions that are led by a team of school counselors, substance-abuse or mental-health professionals and parents. They discuss child development and appropriate discipline, and they are offered activities that encourage interaction between themselves and their children. After this intensive period of involvement, the parents attend monthly support groups for up to two years.

Other Pew Fund grantees are using peer-support programs to assist individuals with chronic mental-health challenges achieve greater levels of independence. Under this approach, individuals who have experienced a serious mental illness teach others in recovery to

gain the skills necessary to lead meaningful lives in the community.

In 2004, the Substance Abuse and Mental Health Services Administration convened over 110 mental health experts who recognized the approach as one of the 10 fundamental components of recovery, and a growing body of research has found consistently positive results for programs employing peer-support specialists. Hedwig House, a psychiatric rehabilitation agency in Montgomery County, is using Pew funding to employ two specialists who work closely with 100 of the organization's clients to promote stability and wellness. Hedwig is developing materials related to its experience for the benefit of other behavioral health organizations.

Research and reports by such respected entities as the President's New Freedom Commission on Mental Health as well as the U.S. Surgeon General point to the value of integrating the delivery of behavioral care with that of primary health care. Numerous efforts, sponsored by private and public sources, are under way to demonstrate innovation in this area and develop a more robust evidence base for the coordination of these services.

In Philadelphia, the Eleventh Street Health Center, a nurse-managed primary care center affiliated with

Drexel University, has been doing just that. With Pew's support, a behavioral health specialist working collaboratively with a primary care provider is screening 300 children a year to identify those with serious emotional problems or mental disorders that, if left untreated, will only worsen as the child grows older. When appropriate, the specialist links patients with community resources, provides individual and family therapy and conducts parenting support groups.

The adoption of new, evidence-based approaches can be challenging. The Pew Fund partners with OMG Center for Collaborative Learning to help grantees adjust—through development of new staff skills, alternative funding streams or more sophisticated information and management systems.

In the coming year the Pew Fund will continue to work closely with local providers to serve Philadelphians most in need. We will do so guided by the rigorous, results-oriented research that will best help those vulnerable clients.

Frazierita D. Klasen

Director
Pew Fund for Health and Human Services

Deputy Director
Philadelphia Program



There are fact-based ways to increase the likelihood of children's success in school.



Primary care practitioners can be alert to patients' emotional problems, which might worsen if ignored.



A good start helps children as they grow up, and beyond.

PHILADELPHIA RESEARCH INITIATIVE

The central idea behind Pew's mission—applying the power of knowledge to solve society's problems—is at the heart of what Pew is doing through the work of the Philadelphia Research Initiative.

Philadelphia today is a fascinating mix of vibrancy and decay, wealth and poverty, success and failure, youthful exuberance and battle-tested pragmatism. It is home to many of the nation's urban woes, yet it has a set of assets all its own.

In 2009, the newly born initiative sought to establish itself as a teller of the truth, with a reputation for delivering reliable information and fair-minded analysis in a highly readable and accessible way. With that in mind, we began by taking Philadelphia's civic temperature in two ways.

One was to poll local residents, giving voice to their concerns about their leaders, their neighborhoods and their quality of life. This benchmark survey, which we anticipate will be an annual event, revealed a public deeply worried about the presence of crime in their lives but determinedly optimistic about the prospects for themselves and their city.

The other was to compile a report using statistical indicators to document the city's strengths and weaknesses—in comparison to other cities and to its own past. The result was "Philadelphia 2009: The State of the City."

This comprehensive report portrayed a city with an economy that boasts relative stability but little dynamism, a public education system making progress but still struggling to get the basics right, a rich and varied

cultural scene threatened by hard times, and a population that is poorer and less healthy than that of most other cities.

Much of the rest of the initiative's energy in 2009 was directed at analyzing how the governments of Philadelphia and other major cities are dealing with the recession and the budget woes that it caused.

The project's first report on this subject found that Philadelphia was one of a relatively small number of major cities seeking to make up for a budget shortfall with a major tax increase, rather than focusing largely on spending cuts.

The second report, building on a previous Pew study, highlighted the part played in the city's budget crisis by the rising costs of benefits for city workers. The report noted that, in a few years, Philadelphia expects to be devoting over one-fourth of its entire budget to employee pensions and health care.

The third report focused on the central role of labor negotiations in the urban-budget saga nationally, noting that municipal unions often were forced to choose between making temporary concessions for all of their members or accepting layoffs for some.

As part of these studies, as well as a report on preparations for the 2010 census, we made a point of comparing Philadelphia's experience to what is happening

elsewhere. These comparisons gave our work more power locally, more relevance nationally and more insight overall. Along the way, we found that no one else seems to be doing this kind of research on the problems faced by big cities.

In 2010, the initiative plans to publish a comprehensive study on the use of incarceration in Philadelphia. It will look at how and why the city has come to have a higher percentage of its residents in jail—at a cost of \$250 million a year—than all but a few American cities, what is being done to change that, and what the experiences of other cities can teach us.

Also coming is a look at the changes in K-12 education in Philadelphia over the past decade—with fewer students going to parochial schools and more to charters—and what all of it portends for the city’s children and its future.

Building upon the research that we did in 2009, we also will continue to chronicle and assess how Philadelphia and other cities are coping with new economic realities. We will look at cities’ efforts to continue delivering essential municipal services while keeping costs in line with diminished revenues.

In the public life of an older city like Philadelphia, there exists in many quarters a been-there-done-that resistance to change, a feeling that if a particular problem were truly solvable, it would have been solved long ago. At the same time, there appears to be a rise in the desire to change what can be changed and improve what must be improved.

Our hope at the Philadelphia Research Initiative is that our work will energize and empower these innovators by shining a light on problems and finding examples of different ways of dealing with them. We trust that the quality and integrity of our work—with the reputation of Pew behind it—will enlighten the public, inform the debate and help Philadelphia make its way forward.

Donald Kimelman

Managing Director
Information Initiatives and the Philadelphia Program

Larry Eichel

Project Director
Philadelphia Research Initiative



Global Fusion weekend brings out the crowds. The Philadelphia Research Initiative tracks the city’s vitality, among other local topics.



The report on the impending 2010 U.S. census gained attention in cities nationwide.



The Philadelphia Research Initiative identifies where the city is today—essential information for residents as they determine where it is going and where it ought to go.

PHILANTHROPIC SERVICES AND GOVERNMENT RELATIONS

Trustworthy guides are invaluable. Pew's Philanthropic Services and Government Relations department is a durable compass for potential partners, including those experienced in philanthropy and those entering this kind of endeavor for the first time.

Pew partners with individuals, foundations and corporations that want their charitable investments to achieve significant and measurable returns. With more than six decades of experience, we are able to identify critical issues and offer a variety of approaches to donors who share our commitment to fact-based solutions and results-oriented philanthropy. When our projects can benefit from effective advocacy, we tap our government affairs expertise to advance policy.



PHILANTHROPIC SERVICES AND GOVERNMENT RELATIONS

Joseph N. Pew Jr.'s directive to "Tell the truth and trust the people" remains not only a key mission of The Pew Charitable Trusts but also a fundamental tenet of American democracy: When provided with the knowledge necessary to raise an informed voice, citizens can and will work to shape a brighter future for our society.

Pew's Philanthropic Services and Government Relations Department puts this philosophy into action by forging alliances with individuals, organizations and elected officials who share our commitment to research-based programs and policies. The same allegiance to nonpartisanship and transparency underlies both aspects of the division's work.

Despite the challenges the economic downturn has presented throughout the nonprofit community, Pew continues to attract financial support from a growing number of investors. Building on more than 60 years of applying the most rigorous standards of accountability, risk management and fiscal stewardship, we provide donors with customized opportunities to achieve measurable results.

We conduct private briefings for philanthropists across the nation, and each potential client is paired with an advisor who is responsible for ensuring that every charitable gift yields the maximum return over time. Our partners not only avoid startup and overhead costs but they also enjoy unique access to program, policy and strategy experts around the world.

For example, among the many events we organized in 2009 was "Philanthropy and Democracy: An Insider's Look at Policy Change," which brought together national thought leaders, government officials and highly engaged philanthropists for candid discussions on issues such as education, the environment and the economy.

Panels highlighted opportunities for innovative partnerships among the public, private and nonprofit sectors. Speakers ranged from scientist and explorer Sylvia Earle, who discussed the future of the world's oceans; to Pew Research Center president Andrew Kohut, who spoke about global perceptions of the United States and American attitudes toward other countries; to senators Mark Warner and Bob Corker, who led a bipartisan dialogue on prospects for financial market regulation.

In a separate effort, we joined with the James Beard Foundation and New York University to host a symposium on food safety and sustainable agriculture titled "Breaking Bread, Breaking Ground." Over a locally grown lunch from the Hudson Valley, participants discussed the potential for new alliances with the goal of providing more Americans with access to a safe and nutritious diet.

Once we form a coalition, we draw on our international network of scientists and researchers to develop knowledge-driven solutions that are made available to policy makers, the media and the public.

We serve as both a resource to the legislative process and, when the facts are clear and compelling, an advocate for change. Members of our staff are frequently consulted by elected officials and other interested parties seeking informed and unbiased advice.

In 2009 alone, Pew research was cited nearly 60 times on the floors of the U.S. Senate and House of Representatives. In addition, we conducted more than 200 briefings for legislators and policy makers, published dozens of reports and provided testimony at numerous federal and state hearings. We also offered insight to international bodies including the United Nations, the European Commission and other nations such as Australia and Canada.

In every endeavor, Pew maintains a strictly nonpartisan stance.

Recognizing that the entire nation suffers when elected officials fail to work cooperatively, we create opportunities for congressional lawmakers from across the political spectrum to engage in constructive dialogue.

When new members of the U.S. House of Representatives take office, one of their first events is an orientation that is supported in part by Pew and organized by the Congressional Research Service. The event offers an unbiased view of the issues, a primer on legislative procedures and an opportunity for informal conversation across party lines.

In addition, our Bipartisan Senate Chiefs of Staff Initiative provides a forum for senior staff in U.S. Senate

offices to participate in monthly conversations on many shared interests and to benefit from historical lessons on leadership. Over time, this project is helping to encourage greater camaraderie as well as more effective policy making.

Pew's founders knew that there was no way to predict exactly what issues would confront future generations. But they also understood that in a robust democracy, a research-based approach to problem solving will always remain a sturdy guide.

In September of last year, a senior U.S. senator paused at an event in his home state to recognize Pew as "a true national treasure" and "a major source of light—and enlightenment." Mr. Pew would no doubt have been pleased.

Susan A. Magill

Managing Director
Philanthropic Services and Government Relations



Among potential partners' interests is a healthier diet for Americans.



The Piscataquis Preserve in Maine is a project of the Pew-supported Northeast Land Trust Consortium.



Pew is strictly nonpartisan in its work on Capitol Hill.

PLANNING AND EVALUATION



Pew's programmatic work begins with a deep understanding of the problem and a focused strategy to reach solutions, and it concludes with a rigorous analysis of results. The Planning and Evaluation department supports the organization's efforts by providing thoughtful guidance and critique on initial program design, objective measurement of progress against benchmarks, identification of lessons that can be applied to Pew's work and assessment of our ultimate return on investment.

A balance scale can give precise weights. Taking accurate measures of projects in the public interest requires considerably more complexity, yet Pew's Planning and Evaluation unit accepts the challenge in order to generate useful information for programmatic areas and the organization.

PLANNING AND EVALUATION

When Joseph N. Pew Jr. advised, “Tell the truth and trust the people,” he was responding to a question about the traits of good government.

His counsel, however, is just as relevant for Pew’s Planning and Evaluation unit because our role is to contribute an objective and candid perspective to strengthen the institution’s planning and ultimately to provide an independent view on the effectiveness of its work.

For Planning and Evaluation, telling the truth means calling it as we see it, no matter how popular or unpopular our assessments may be. In doing so, we trust, and are gratified, that our clients within the institution—Pew’s board, president and program as well as project leadership—respect our analyses and use them to inform their decisions and improve the effectiveness of their portfolios.

We provide this objective voice for the institution across three functions: planning, evaluation and knowledge sharing.

Planning—the process of identifying and setting goals, objectives, strategies and actions to achieve social or policy ends—is an important foundation of Pew’s results-based culture. Our department’s planning role serves to strengthen institutional and programmatic decision making and support the design and implementation of effective program strategies and initiatives. Our knowledge about what has, and has not, worked well for Pew, based on almost two decades of evaluations and first-hand observation, is a vital asset.

Over this past year, Planning and Evaluation worked with our program colleagues on more than 50 planning

engagements, from reviewing Pew’s approach to wilderness protection in the United States to assessing which states were ripe for reform of their public-safety policies. Program staff recognize the value of our unit’s institutional knowledge, objective perspective and planning skills, and we all share a commitment to achieving meaningful results.

If planning provides the shape and direction for Pew’s mission, then evaluation provides it with a reality check. At its core, Pew’s commitment to evaluation stems from its desire to address some of today’s most troubling problems and understand whether its efforts are making a difference. Evaluation provides the organization with high-quality, independent and objective information about Pew’s return on its investment.

In carrying out its function, evaluation helps guide strategic thinking about the direction of programs and projects, including decisions to continue, expand or withdraw from specific lines of work. During the last 12 months, we worked on seven assessments, including a major review of Pew’s investments in protecting the oceans off the American coast that informed the continuing efforts of this important endeavor.

Evaluation also offers Pew a source of empirical learning, creating over time a body of lessons that help Pew become a stronger organization. We recognize that the power of knowledge comes not just from the act of creating it, but also from its distribution and application. Planning and Evaluation strives to ensure that

Pew staff have access to the best information available when designing, implementing and managing their projects, whether the insights are grounded in lessons emerging through evaluation or program experience, or whether they are acquired from the knowledge generated by our partners and peers in the field. We are committed to making this intellectual capital broadly available throughout the organization.

Planning and Evaluation also runs an internal professional-development program, known as Pew University, which has become another valuable way to advance the organization's learning agenda. In the fall 2009 semester, for example, Pew University offered 30 unique sessions, which ranged from developing program strategy, to using research tools on the Internet, to applying technology to engage remotely with colleagues and partners.

In 2009, we also oversaw the orientation of new staff at Pew, providing them with the essential background needed to become productive contributors to the organization.

Finally, our Research Services group supported staff's access to a range of external and internal databases—from news feeds to results of the latest academic research—while responding to more than 500 requests for customized research support.

Going forward, we are exploring how Pew can use innovative technology to better connect its increasingly distributed workforce and promote more effective knowledge sharing and problem solving among staff in disparate departments.

The Pew Charitable Trusts has become a larger and more complex place in the past decade, with a growing body of work operated and managed by a staff of internal experts and a large network of external partners. Planning and Evaluation has a strong tradition of informing and advancing Pew's work, and we are dedicated to increasing the value we bring to the organization by becoming a locus for ongoing learning and program improvement.

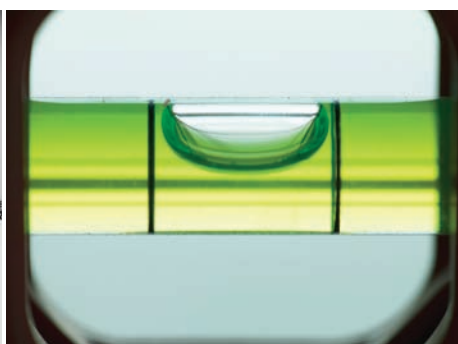
At the same time, we will remain a source of independent perspective on the effectiveness of Pew's work that the board, president and program leadership can rely upon, because Planning and Evaluation's mission is fundamentally aligned with Mr. Pew's own lifelong commitment to truth-telling.

Lester W. Baxter

Director
Planning and Evaluation



The “domino effect” suggests why sound planning is essential: Small unwanted changes can escalate, eventually toppling a project.



Just as a bubble level tells whether a surface is level or exactly upright, evaluation tells an organization how its projects stand.



Global positioning systems—a 21st-century symbol of figuring out where we are in relation to where we want to be—exemplify the essential work of planning and evaluation.

2009 MILESTONES

Each year, we join with excellent organizations to produce work that exemplifies exactly what we mean in stating that Pew serves the public interest. On these pages, we highlight the results of Pew-supported work that made a difference in 2009.

PEW CENTER ON THE STATES

“The Clean Energy Economy: Repowering Jobs, Businesses and Investments Across America,” a joint report from the Pew Center on the States and the Pew Environment Group, reveals that the number of “green” jobs in America grew nearly two and a half times faster than overall jobs between 1998 and 2007. Media in every state cover the study, and some states use the findings as the basis of policy summits on economic competitiveness.

The **Public Safety Performance Project** releases a report finding that 1 in 31 adults in the United States is under some form of correctional control—either in prison or jail, or on probation or parole. This landmark study, “One in 31: The Long Reach of American Corrections,” receives widespread media coverage, provides guidance to policy makers and serves as a resource to the field and the press.

Accordingly, several states—including Arizona, California, Illinois, Kansas and Wisconsin—advance sentencing and corrections policies and practices that protect public safety, hold offenders accountable and control spending. In addition, bipartisan bills are introduced in the U.S. Senate and House of Representatives to fund innovative programs for fiscally responsible sentencing and corrections strategies. U.S. Attorney General Eric Holder calls Pew’s work “potentially transformative.”

Congress enacts the **Military and Overseas Voter Empowerment Act**, which will expedite the transmission of absentee ballots to military personnel and civilians abroad to provide more time for them to vote in U.S. elections and return their ballots so that they can be counted. Pew is instrumental in fighting for passage of the act, an important step toward fixing a system in which possibly one in four ballots requested by military and overseas voters were not counted in the 2008 federal election.

The **Government Performance Project** releases “Trade-off Time: How Four States Continue to Deliver,” a report with case studies of how policy makers in Indiana, Maryland, Utah and Virginia have made smart budget decisions in the current cutback environment because they have the tools to evaluate the costs and benefits of government programs.

The report is widely used by other state policy makers and state-house reporters, and it has been introduced in state executive and legislative budget hearings. In addition, the project’s guidance informs “West Virginia Vision 2012,” the state’s strategic plan that sets leadership goals, pinpoints specific performance indicators and lays the groundwork for new budgeting and accountability systems.

Pre-K Now works to protect investments in pre-kindergarten programs in fiscal year 2010, despite historic budget gaps. Twenty-nine states and the District of Columbia choose to protect, or even increase, funding for early education.



In addition, the U.S. Department of Education's Race to the Top—a \$4-billion federal investment in education reform passed as part of the stimulus package—contains "Innovations for Improving Early Learning Outcomes" as one of the competitive priorities. Early education is not mentioned in the initial proposal, but Pew and our partners succeed in urging its inclusion in the final rules. States that commit to pre-kindergarten as part of education reform will gain preferred status for funds.

The Pew Center on the States produces major 50-state reports on the fiscal health of states, including **"Beyond California: States in Fiscal Peril."** In addition, **Stateline.org** produces nearly 300 original articles on state economic challenges, policy developments and trends.

The **Pew Children's Dental Campaign** helps enact legislation in Minnesota to create a new dental professional, called a dental therapist, to extend care into underserved areas—an important measure supporting a new dental-provider model.

PEW ECONOMIC POLICY GROUP

After nearly three years of compiling comprehensive facts, figures and trends about mobility and opportunity in the United States, Pew's Economic Mobility Project releases **"Renewing the American Dream: A Road Map to Enhancing Economic Mobility in America."** The report issues recommendations to improve education and workforce development outcomes (human capital), strengthen the bonds of family and community (social capital) and enhance Americans' ability to build assets (financial capital).

The **Peterson-Pew Commission on Budget Reform**, a partnership between the Pew Economic Policy Group, the Peter G. Peterson Foundation and the Committee for a Responsible Federal Budget, releases its first set of reform recommendations. The report, "Red Ink Rising," urges Congress and the Obama administration to commit immediately to stabilizing the debt at 60 percent of gross domestic

product by 2018 and argues that both tax increases and spending cuts must be on the table. The commission comprises a bipartisan group of well-known and respected fiscal experts, including former heads of the Congressional Budget Office, the Office of Management and Budget, the Government Accountability Office, congressional budget committees and the Federal Reserve Board.

The **Financial Reform Project** provides expert analysis and data to Congress as lawmakers begin to comprehensively overhaul and reform the financial sector. The project shows that increased capital requirements on the U.S. banking industry would not have a significant negative impact on bank lending, contrary to what many analysts have predicted. Bank capital is the "cushion" of extra assets that a bank must hold to protect against loans that go bad or investments that fail; inadequate capital requirements are widely believed to have been a contributing factor to the onset, spread and severity of the recent economic crisis.



In an effort to fully disclose the often-mysterious details of federal spending, Pew's **Subsidyscope** initiative unveils a comprehensive, searchable database of all taxpayer-funded subsidies to the transportation sector. This first-of-its-kind online tool allows users to explore and sort federal aid according to parameters such as grant recipient, state and government program, type of assistance and mode of transport.

PEW ENVIRONMENT GROUP

The Pew Environment Group works with the government of Palau to enhance **shark protections** in the ecologically rich, Texas-sized ocean area surrounding the Pacific island nation. Palau's president declares to the United Nations General Assembly that his country will become the world's first national shark sanctuary. The Pew-initiated **Shark Alliance** achieves a long-standing goal when the European Commission releases the first-ever European

Union Plan of Action for the Conservation of Sharks.

Aided by Pew's work, the European Union Fisheries Council reaches agreement on a regulation that will strengthen penalties to **counteract illegal, unregulated and unreported fishing**. Without regulation, these damaging practices are projected to cost European Union member states \$15 billion in lost catches and \$12 billion in lost fishing stock value by 2020.

Pew provides legal analysis, information and scientific research that enables the United Nations Food and Agriculture Organization to complete a **port state agreement**, which will oblige governments for the first time to inspect fishing vessels and close harbors to those found operating outside the law.

The North Pacific Fisheries Management Council votes to **prevent expansion of industrial fishing into all U.S. Arctic waters** north of the Bering Strait. Work by Pew and its partners in spotlighting the threat to this fragile marine ecosystem helps establish one of the largest preven-

tive and precautionary measures in fisheries management history.

Vigorous work by Pew and its partners leads to **Australian marine and land protections**. The government establishes the Coral Sea Conservation Zone in territorial waters east of the Great Barrier Marine Park, comprising nearly one million square kilometers of ocean. Western Australia's state government establishes a 4,000-square-kilometer marine park at Camden Sound, one of the Kimberley Coast's largest bays and a key humpback-whale breeding site. And authorities create the Djelk and Warddeken Indigenous Protected Areas, spanning an area twice the size of Yellowstone National Park.

Pew efforts, especially through the Campaign for America's Wilderness, lead to President Obama signing the **Omnibus Public Lands Management Act**, resulting in the largest expansion of U.S. wilderness in 15 years. The measure adds 2.1 million acres of publicly owned land in nine states to the National Wilderness Preservation System, protects more than 1,000 miles of rivers



as “wild and scenic,” establishes a 26-million-acre National Landscape Conservation System and creates 10 new National Heritage Areas.

Prompted by Pew’s work, the province of Manitoba creates a trust to support establishment of a **World Heritage Site covering more than 10 million acres of pristine boreal forests**. An additional 200 million acres in Manitoba, Ontario and Quebec are expected to be designated as parks and refuges pending the fulfillment of previously made commitments.

PEW HEALTH GROUP

Pew Scholar in the Biomedical Sciences **Carol W. Greider, Ph.D.**, receives the 2009 Nobel Prize in Physiology or Medicine. Now a professor of molecular biology and genetics at the Johns Hopkins University School of Medicine, she shares the award with Jack W. Szostak of Massachusetts General Hospital and Elizabeth H. Blackburn of the University of California at San Francisco.

The Credit Card Accountability, Responsibility and Disclosure Act becomes law, establishing a major milestone in an effort led by the **Pew Safe Credit Cards Project** and others to stop retroactive rate increases and other unfair practices that have been costing consumers hundreds and sometimes thousands of dollars. To inform the policy discussions that lead to the legislative action, the project creates the Pew Safe Credit Card Standards, which are designed both to protect card users and to preserve the banks’ ability to manage risk. Lawmakers cite Pew’s research, and regulators rely on the analysis to set strong new consumer safety guidelines.

Groups representing victims of food-borne illness and their families join with major consumer and public health organizations to launch the **Make Our Food Safe** coalition. Established by the Pew Health Group’s **Food Safety Campaign**, the coalition raises awareness of food-borne illness and urges policy makers to modernize the nation’s outdated food-safety laws.

The U.S. House of Representatives passes the **Food Safety Enhancement Act of 2009**, a bipartisan bill that embodies virtually all of the core principles advocated by Pew and the food-safety coalition. The bill is the first comprehensive U.S. Food and Drug Administration food-safety reform to pass the House in more than 70 years.

In addition, the **FDA Food Safety Modernization Act**, which would enable the Food and Drug Administration to better ensure the safety of the food supply, passes the U.S. Senate Committee on Health, Education, Labor and Pensions. The legislation includes most of the key reforms that Pew calls for.

Nearly one year after the **Pew Commission on Industrial Farm Animal Production** recommends that America reform the way livestock are raised on industrial farms, both the U.S. Senate and House of Representatives introduce the Preservation of Antibiotics for Medical Treatment Act. The bill would withdraw the use of seven classes of antibiotics vitally important to human health from food animal



production unless animals or herds are sick with disease or unless drug companies can prove that their routine use does not harm human health. Built upon the recommendations of the commission, the **Pew Campaign on Human Health and Industrial Farming**, a joint project of the Pew Environment Group and the Pew Health Group, educates and advocates for legislative and regulatory action in order to save antibiotics by phasing out their routine use on industrial farms.

The Physician Payments Sunshine Act, the pharmaceutical-industry disclosure bill that is a key goal of the **Pew Prescription Project**, is included in major health reform bills passed by the U.S. Senate and House of Representatives. The provision requires pharmaceutical and medical-device companies to publicly report their gifts and payments to physicians and other health-care entities.

The **PharmFree Scorecard**, a joint project of the Pew Prescription Project and the American Medical Student Association that assesses medical schools for policies ensur-

ing that medical education, training and patient care are free of commercial bias, shows that most U.S. medical schools still lack strong policies that create a barrier between training and patient care and commercial entities. Only 7 of 150 schools evaluated receive grades at the A level for their approach.

PEW RESEARCH CENTER

Isolationist sentiment among the American people reaches a four-decade high in the **Pew Research Center for the People and the Press's** quadrennial survey of foreign policy attitudes among the general public and members of the Council on Foreign Relations. Nearly half of Americans (49 percent) say that the United States should "mind its own business internationally," and 44 percent say that the nation should "go our own way in international matters, not worrying about whether other countries agree."

The Pew Research Center's **Global Attitudes Project's** annual survey

finds that views of the United States have improved dramatically in most of the world, with pronounced increases in Western Europe and lesser but significant gains in Asia, Latin America and Africa. The change in views is largely attributable to the election of President Obama. Still, world opinion is decidedly mixed about President Obama's decision to commit more troops to Afghanistan, which is opposed by wide margins in most of the 25 publics surveyed.

As economically developing countries grow more prosperous, their middle classes understandably become more satisfied with their lives. But many of their basic values also appear to change. Over time, the values of the middle classes in emerging countries become more like those of the public in advanced nations, according to an analysis by the **Global Attitudes Project**, conducted in partnership with *The Economist* magazine.

In the first report in a Pew Research Center series about the millennial generation—those born in the 1980s and 1990s—the **Pew Hispanic**



Center takes an in-depth look at Hispanics between the ages of 16 and 25. The data present a decidedly mixed picture. While young Latinos are satisfied with their lives, optimistic about the future, and place a high value on education, hard work and career success, they are much more likely than other American youths to drop out of school and to become teenage parents, even in families that have been in the United States for generations.

The Pew Research Center's **Internet & American Life Project** issues a report on social networks that allays fears that new communication technologies are contributing to an increase in social isolation in the United States. People who use modern means of information and communication have larger and more diverse social networks, the project finds.

The Pew Internet & American Life Project releases two reports providing significant findings for policy makers—and parents—concerned with the risky behaviors that technology has made possible. The first, on **distracted driving**, finds that half of all teens say they have

been a passenger while a driver has texted behind the wheel. The findings come at a time when several states, including California, Connecticut and Oregon, have passed laws to ban texting or talking with a handheld phone while driving, and the U.S. Senate considers legislation that would provide federal funding to states that enact similar laws.

The second report, on **"sexting,"** discusses how and why teens are sending sexually suggestive images through text messaging, a phenomenon that has alarmed parents, law enforcement officials and legislators who are determining the criminality of such behavior. Fifteen percent of teens ages 12–17 say they have received sexually suggestive images of someone they know via text messaging on their cell phone.

The Pew Research Center's **Forum on Religion & Public Life** presents a comprehensive demographic study on Islam—the first of its kind—which finds that there are 1.57 billion Muslims of all ages living in more than 200 countries, representing 23 percent of an estimated world population of 6.8 billion. These findings lay the foundation

for a 2010 report that will estimate growth rates among Muslim populations worldwide and forecast population growth for the future. A similar study of global Christianity is scheduled for 2010.

The **Project for Excellence in Journalism** issues "How News Happens: A Study of the News Ecosystem of One American City." It asks where the news comes from in today's changing media and what the death of newspapers would mean for citizens' ability to get the information they need. The report examines all local news outlets in Baltimore, and the conclusion is that, while people get their information from many sources, the traditional media—primarily newspapers—still drive coverage because they are the source of some 95 percent of original news-organization reporting.

Old age is neither as difficult as younger people think it will be nor as rewarding as older adults would like, according to the Pew Research Center's **Social and Demographic Trends** project. Its report finds that on a series of negative benchmarks—including memory loss and struggles with loneliness and



depression—seniors fare better than younger adults expect they will when they grow old. At the same time, older adults report experiencing fewer of the benefits of aging that younger adults expect to enjoy in their senior years, such as engaging in hobbies, spending time with family or doing volunteer work.

CULTURE

Pew's **Cultural Data Project**, a Web-based data-collection system for arts and culture organizations, welcomes Illinois, Massachusetts, New York and Ohio, which join Pennsylvania, California and Maryland as participants. The project is designed to strengthen arts and culture organizations by gathering reliable, longitudinal data that enable them to track trends and benchmark their progress using sophisticated reporting tools. The project also provides researchers and advocates with information to make the case for arts and culture, and equips funders with data to plan and evaluate grant-making activities more effectively.

The mural series **Love Letter** opens—not in a gallery but along Market Street in West Philadelphia, where the best view is from the elevated train that follows that corridor. The 50 rooftop and street-level paintings depict a sweet message from one person to another, from an artist to his hometown and from local residents to their West Philadelphia neighborhood.

PEW FUND FOR HEALTH AND HUMAN SERVICES IN PHILADELPHIA

The Pew Fund provides service-delivery funding to **124 nonprofit organizations** in the Philadelphia area, allowing them to help more than 60,000 individuals and families throughout the region. In addition, the program helps **30 agencies** strengthen their capabilities in a number of areas. These include improving staff's ability to assess program performance and to adopt new programs that reflect current

best practice; putting in place new technologies to enhance financial management and monitoring capacities; and planning major organizational transitions.

PHILADELPHIA RESEARCH INITIATIVE

The Philadelphia Research Initiative issues reports on a variety of city-centric topics, from a survey on the quality of life to a wide-ranging "Philadelphia 2009: The State of the City" report that depicts **Philadelphia's strengths and weaknesses** on issues such as jobs and the economy, crime and incarceration, education, city government, arts and culture, and health and welfare.

The initiative's policy brief "Tough Decisions and Limited Options: How Philadelphia and Other Cities are Balancing Budgets in a Time of Recession" is released in May to budget officials, other leaders and reporters both locally and in each of the other 12 cities examined. And "Preparing for the 2010 Census: How Philadelphia and Other Cities



Are Struggling and Why It Matters” prompts Mayor Michael Nutter to overhaul and upgrade the city’s census preparations.

PHILANTHROPIC SERVICES AND GOVERNMENT RELATIONS

Pew partners with more than 430 organizations and individuals who contribute to projects that include conserving forests, farmlands and shorelines; helping ensure that children grow into successful adults; modernizing our election system; supporting the nation’s arts and heritage; and preserving some of the world’s most magnificent marine sites for future generations.

Philanthropic Services assists in facilitating several **major collaborations** with donors:

- The Robert Wood Johnson Foundation partners with the Pew Health Group in a health-impact assessment initiative.

- The Doris Duke Charitable Foundation invests in a home visiting project for at-risk families, led by the Pew Center on the States.
- Texas philanthropist Lyda Hill is the newest Global Ocean Legacy partner.
- The Elmina B. Sewall Foundation invests in Pew’s private-land conservation efforts.
- Both the Kresge Foundation and the James Irvine Foundation invest in the Cultural Data Project.
- A new environmental partnership between the Prince Albert II of Monaco Foundation and the Pew Environment Group is established.

Pew joins the Joyce Foundation and the Henry Luce Foundation in providing financial support to the Library of Congress to conduct a three-day **orientation seminar for new members of the U.S. House of Representatives**. The incoming lawmakers receive an overview of domestic and foreign policy issues likely to face the 111th Congress and a detailed lesson in congressional legislative procedure.

PLANNING AND EVALUATION

Planning and Evaluation leads Pew’s annual **planning** process for 2009–10, summarizes Pew’s collective experience with commissions to support the formation of the Peterson-Pew Commission on Budget Reform, facilitates a partnership between Pew programs that leads to the report “The Clean Energy Economy” and works with the Pre-K Now team to advance its objectives in early education.

The department completes an **evaluation** of Pew’s initiatives in domestic ocean protection, assessing the advances made toward the program’s U.S. objectives and recommending revisions to the ocean conservation strategy. It also evaluates Pew’s efforts in foster care reform, reviewing the progress of the foster care portfolio and providing a perspective about broad cross-institutional lessons that may be drawn from this work.

FINANCIAL INFORMATION

STATEMENT OF FINANCIAL POSITION *June 30, 2009*

ASSETS

TOTAL ASSETS \$ 4,596,295,322

LIABILITIES AND NET ASSETS

TOTAL LIABILITIES 340,610,341

TOTAL NET ASSETS 4,255,684,981

TOTAL LIABILITIES AND NET ASSETS \$ 4,596,295,322

STATEMENT OF ACTIVITIES *Year ended June 30, 2009*

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUES				
Contributions	\$ 13,361,115	\$ 33,391,907	—	\$ 46,753,022
Contract revenue	169,540	—	—	169,540
Rental income	2,998,990	—	—	2,998,990
Returned grants	751,905	—	—	751,905
Other income	21,084	—	—	21,084
Investment loss, net	(9,042,782)	—	—	(9,042,782)
Foreign exchange gain	796,663	—	—	796,663
Distributions from supporting trusts	221,820,860	47,743,425	—	269,564,285
Changes in the fair value of the beneficial interest in trusts	—	—	(1,324,439,289)	(1,324,439,289)
Net assets released from restrictions	42,037,730	(42,037,730)	—	—
TOTAL REVENUES	272,915,105	39,097,602	(1,324,439,289)	(1,012,426,582)
OPERATING EXPENSES				
Grants	83,184,106	—	—	83,184,106
Program	121,727,153	—	—	121,727,153
General and administration	14,557,487	—	—	14,557,487
Fund raising	2,277,105	—	—	2,277,105
TOTAL OPERATING EXPENSES	221,745,851	—	—	221,745,851
NON-OPERATING (INCOME)/EXPENSES				
Bond interest income	(230,150)	—	—	(230,150)
Bond interest expense	1,833,803	—	—	1,833,803
Change in fair value of interest rate swap	13,662,155	—	—	13,662,155
Swap interest expense	4,657,881	—	—	4,657,881
Disposal of non-operating asset	3,497,989	—	—	3,497,989
TOTAL NON-OPERATING EXPENSES	23,421,678	—	—	23,421,678
CHANGE IN NET ASSETS	27,747,576	39,097,602	(1,324,439,289)	(1,257,594,111)
NET ASSETS - BEGINNING OF YEAR	242,367,579	69,780,796	5,201,130,717	5,513,279,092
NET ASSETS - END OF YEAR	\$ 270,115,155	\$ 108,878,398	\$ 3,876,691,428	\$ 4,255,684,981

The financial information presents the consolidated information of The Pew Charitable Trusts and the Pew Research Center, a wholly owned subsidiary. Audited financials are available upon request.

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Copies of these documents are also available by contacting Pew at 2005 Market Street, Suite 1700, Philadelphia, PA 19103-7077, or by calling 215.575.9050.

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