

# 2011- 2013 PEPS

## Our Future



Since 1983, PEPS has helped parents throughout the Puget Sound area support one another on their journey into parenthood. One of the first things an expectant parent will hear in Seattle is “you must join a PEPS Group”. Over and over again, parents tell us “PEPS saved my life!” and “I wouldn’t have made it without my PEPS Group.”

The strength of PEPS, bringing parents and families together for parent education and peer support, at a time of critical need, has not changed and continues to be valued and embraced by our community. Today,

we serve more families than ever before through our Newborn program, and our newer Baby Peppers and Little Peppers programs. The PEPS Mission, Vision and Values, while updated, continue to be relevant and as strong as ever.

We believe that these guiding principles lay a strong foundation for PEPS future growth and sustainability and speak to the organization’s commitment to our community.

In January, 2010, the PEPS board and staff set out to build a Strategic Plan for 2011-2013. The new plan builds from the 2008-2010 plan, weaving in current and relevant information from the current economic environment, extensive interviews from internal and external stakeholders, and findings from a SWOT (Strengths, Weaknesses, Opportunities and Threats) market analysis. The following plan is the culmination of this work.

We are excited about the future of PEPS and look forward to working with you to ensure that PEPS continues to bring new families together and ensures that parents have the tools, resources and support to be their child’s first teacher. We appreciate and value your support as we continue to improve the organization and extend its reach to benefit more parents and children.

Sincerely,

Handwritten signature of Laura A. Kussick in black ink.

Laura Kussick  
PEPS Executive Director

Handwritten signature of Adrienne Keffeler in black ink.

Adrienne Keffeler  
PEPS Board President, 2010

### Mission

PEPS provides community-based programs that enable parents of infants and young children to meet the challenges of parenting through mutual support and shared information.

### Vision

Our vision is of communities where:

~ No new parent feels isolated, ill-equipped, overwhelmed, unsupported, or insecure.

~ All parents develop the confidence to build strong, healthy families.

~ All children grow up in a social environment that allows them to thrive.

# Strategic Priorities

2011-2013

1

## Increase the number of families participating in high mission impact, financially sustainable programs

- Employ marketing and communications to drive growth
- Evaluate programs and new opportunities against mission, vision, values, & financial sustainability criteria
- Evaluate merger opportunities
- Expand volunteer recruitment and retention efforts
- Support growth by defining and promoting the value of PEPS programs

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## Meet or exceed participant's expectations throughout the PEPS experience

- Define and deliver a transparent, consistent and excellent experience for participants from the discovery of PEPS through the conclusion of their facilitated group
- Define what we want for/from the post-group experience and what role PEPS as an organization should play in facilitating that experience

3

## Maintain long-term financial sustainability

- Define mechanisms & metrics to frame financial decision making for long term financial success for all programs
- Use fundraising strategically to cover costs not supported by program fees
- Investment in growth
- Scholarships
- Program incubation

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## Advance PEPS into a stable and strategic organization that effectively and efficiently obtains, develops & utilizes appropriate people, processes, tools and technologies to achieve its mission.

- Attract & retain Board talent to maximize PEPS' potential
- Recruit & retain staff committed to our vision & mission
- Effectively use PEPS' resources, processes, tools and technologies to achieve strategic priorities

### Values

PEPS' values are the enduring principles that guide our individual and collective actions, our interactions, and our decision-making.

### Community

We are passionate about and promote the role of community in creating and sustaining strong, healthy families.

### Peer support

We abide by the philosophy that mothers and fathers are uniquely qualified to support each other in addressing the challenges of early parenthood.

### Respect

We foster a culture that is respectful and inclusive of all people and families and diverse ideas and values.

### Quality

We deliver outstanding parenting programs and exceptional service to all PEPS participants and partners.

### Integrity

We are trustworthy, honest, fair, and ethical.

### Stewardship

We preserve and enhance the organization's financial, human and physical resources.

# You Can Help



## Spread the Word

Every year, 14,000 babies are born to first-time parents in King and Snohomish Counties. PEPS serves 1,700 of those families. Help us reach more families by telling all expectant and new parents you know about PEPS!

## Volunteer

PEPS relies on volunteers to facilitate all of our groups. If you benefitted from a PEPS Group, consider giving back by leading a PEPS Group. Training will be provided!

Contact: PEPS Volunteer Manager Cate Palmer at [catep@peps.org](mailto:catep@peps.org) or 206-547-8570 ext. 15.

## Donate

PEPS program fees cover only a portion of the actual cost of making PEPS happen for each family. PEPS relies on donations from the community to make up the difference. Your joyful gift, no matter how small or large, will help ensure that we are able to get the word out to families who don't know about PEPS and provide trained facilitators for each group. In addition it will make it possible that scholarship aid is available so that no family is ever turned away from PEPS due to financial reasons.

Donate online at [www.peps.org](http://www.peps.org)

*"I recently participated in PEPS and I wanted to pass along to you what an amazing program I found it to be. After giving birth I really felt completely alone - joining PEPS was the best thing I ever did. The group was amazing - it gave me such a wonderful support network, and I have made many friends that I am sure will be for life. In my opinion every new mom about to give birth in the area should be told about PEPS - I can't even imagine how different my life would be without it." ~ Caroline, PEPS parent*

## PEPS Pillars of Strength

### Community

Ability to create and sustain a sense of community

### Reputation

Positive brand and image amongst local new parents and the parent support community

### Uniqueness

PEPS Programs are highly differentiated from others offered in the area

### Financial Strength

The cost structure and diverse funding model make PEPS resilient in times of economic change



Program for Early Parent Support



# Strategic Plan

MISSION, VISION, VALUES

2011-2013