

Annual Report 2009



Program for Early Parent Support 4649 Sunnyside Ave N, #324 Seattle, WA 98103 206-547-8570 peps@peps.org www.peps.org

PEPS is # 1 in Seattle's Child 'Parent Need-to-Know' list!



The New Parent's Need-to-Know List

Courtney Scanga gives her 4-month-old son Sam a ride as Aleksandra Letts, left, sits with 3-month-old Sebastian and Josie Watanabe holds 3-month-old Masao during the weekly meeting of their PEPS neighborhood group at a home in South Seattle Wednesday, April 8, 2009. PHOTO BY ANDY ROGERS/REDBOXPICTURES.COM

10Essentials for Every New Seattle-Area Mom and Dad

By Taryn Zier

With the arrival of our new little bundles, we are flung headfirst into the all-consuming joys and challenges of parenthood. Not only do our lives take on new meaning, but the beloved Emerald City we know so well begins to take on a different hue. Gone are the days of jetting out of the house on a whim for a set of errands or walking around busy downtown Seattle for the afternoon, unplanned.

Instead, discovering places where other young families gather and finding resources that will help us bear the trying times becomes paramount. Local moms and dads offer these tips and tricks to help new parents find their feet. There are lots of opportunities out there – support groups, classes, fitness programs. Figure out what works best for you and try not to overdo it. Find a good balance that includes quiet time to enjoy your baby. Even in a sleep-deprived haze, you'll cherish those first little smiles and coos.

1. Rally with Other New Parents

through PEPS
One of the best ways to meet new parents is through the Program for Early Parent Support (PEPS), which organizes parents of newborns in King and Snohomish counties who live close to each other into groups. With weekly meetings that include sharing time, socializing and a trained-volunteer-led discussion, PEPS helps new parents understand that they aren't alone. Many groups continue to meet years after the three-month program ends.

Parenting Classes: Your Passport to the Experts

Classes may be just the thing for parents seeking concrete facts and advice from an expert. Birth and Beyond hosts a wide variety of parenting classes led by nurses, lactation consultants and other specialists at its classroom annox in Madison Valley. May's offerings include topics such as breastfeeding, sleep strategies, cloth diapering, and First Weeks classes, a drop-in new parent group with an informal O & A led by a nurse.

Many area hospitals offer parenting classes in addition to helpful hotlines and breastfeeding support. Evergreen Healthcare and Valley Medical Center offer parent-baby classes, where new moms and dads get practical information to use at home and an opportunity to bond with other families. Seattle Children's Hospital holds safety and CPR classes, carseat checks and has a handy online list of common child ailments and when to call the doctor. Swedish Medical Center and Stevens Hospital offer new mom and breastfeeding support groups, among other classes. Overlake Hospital Medical Center offers various classes, including Bringing Baby Home workshops, which teach new moms and dads the importance of keeping their relationships strong.

3. Daddies Need Support, Too The focus is often on new moms and their journey, but dads are entering new territory, too. They can get involved with PEPS and some other groups and classes, but it's particularly meaningful for dads to hear from other dads. My husband was very inspired by his Conscious Fathering class, where dads were encouraged to take an active role in parenting and to leave behind the hands-off approach of generations past. Although some are for fathers-to-be, these classes equip men with

MAY 2009 # SEATTLE'S CHILD 15

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PEPS Leadership Message

2009 was a year of leadership transition for PEPS. PEPS' Executive Director of two years, Harry Hoffman, left the organization to re-enter the field of non-profit housing development. Harry led the organization to a position of stability and growth and thanks to his success, the transition was seamless.

I was fortunate to join PEPS as the Executive Director in July of 2009 at a time of financial strength, serving nearly 2000 parents through our Newborn program and another 240 parents through our new Little Peppers and Baby Peppers programs.



My PEPS Group 14 years ago...

My story with PEPS goes back 14 years with the birth of my son, Jack. I really didn't know what I was getting into when I first walked into a room full of nervous looking parents and their crying babies. Little did I know that that night would be the first of a long history with a support group that has been there through colic, terrible twos, childcare struggles, back to work transitions, relationship changes, birth of siblings, and more! While circles of friendships come and go, PEPS has been a sustainable source of understanding, education and mutual support of me and my family. It seemed only natural to want to give back and join the organization that has given me so much.

My vision for the future is that no new parent in the Puget Sound should ever feel isolated, inadequate or anxious during this critical and emotional period in his or her life. For more than 27 years, PEPS has provided unconditional support to new parents, educational tools that help new parents parent confidently, and lifelong tools for building support strategies.

Our longevity is a testament to the success of the PEPS model: a recent PEPS survey showed that more than 90% of PEPS Groups stay together after the 12 week facilitated session and 28% continue to meet with their original group on a regular basis for over three years.

Our mission is to serve more parents in more places through incremental programming that focuses on what PEPS does best: building neighborhood based communities through peer support and parent education.

2009 was a year of many milestones:

- The Little and Baby Peppers programs grew from serving under 10 groups in 2008 to 24 groups in 2009.
- PEPS and The Boeing Company renewed their partnership in growing PEPS in new areas of Snohomish County.
- A new partnership was formed with Seattle Families of Multiples, which strengthen our ability to offer effective groups for parents of multiples.
- In late 2009, we established a partnership with Jewish Family Service, through which we offer Newborn Groups, which include a focus on Jewish tradition.
- PEPS started its Parent Talk Lecture
 Series with six lectures offered to the
 PEPS community of parents on topics of

- interest and concern to new parents today.
- Our supplemental groups offer monthly drop-in group meetings for groups of parents with unique needs. And in 2009, we launched our groups for parents with Preemies and for LGBT parents.
- Lastly, PEPS hosted the first annual PEPSsapalooza Family Music Festival in August at the Redhook Brewery in Woodinville in which we sold as many tickets as we had allotted and exceeded our fundraising goals. And more importantly: we brought over 180 PEPS families together in this family friendly and meaningful event.

All of this would not be possible without our PEPS community who tirelessly gives back to he organization that supported them!

Thank you PEPS volunteers, donors, and sponsors.

2009 PEPS Board of **Directors**

Jean Brumder, President Marni Seneker, Treasurer Andrea Radosevich, Secretary Mary Ellen Cavallon (part-year) Jan Faull Stephen Fisher (part-year) Stacey Fitzpatrick (part-year) Alicechandra Fritz (part-year) Leann Groby Adrianne Keffeler Matt LaMotte (part-year) Sarah Makar Ted Meenk Cliff Mever Rick Miller (part-year) Dan Raymond (part-year) Gretchen Salazar Dr. Carolyn Sherman (part-year) Lavinia Touchton (part-year) Kate Vaughan Susan Ward

Like all non-profit organizations, we have seen some of our revenue lines shrink or disappear, vet we have still been able to bolster our financial infrastructure such that we ended 2009 in the black and currently have 8 months of operating cash reserves. Thanks to your generous support and our cautious way of operating PEPS as a lean non-profit organization, we ended 2009 in the back with an operating cash reserve of 8 months.

And because we have been conscientious stewards of your investment, we are able, as an organization, to look at how we can continue to invest in growth with the goal of serving more families in a larger geographic area.

Gratefully yours,

Laura Kussick, PEPS Executive Director

Laural. Kussick

PS: Please never hesitate to contact me with your ideas, comments and thoughts at laurak@peps.org or 206-547-8570 ext. 25

2009 PEPS Staff

Hilary Anderson, Development/ Program Assistant Janelle Durham, Program Director (part-year) Mary Gentry, Program Development Coordinator (part-year) Shannon Hobbs, Program Associate (part-year) Harry Hoffman, Executive Director (part-year) Laura Kussick, Executive Director (part-year) Marion Mohrlok, Development Director Cari Morales, Program Coordinator (part-year) Cate Palmer, Volunteer Manager Betsy Sullivan, Community Outreach Coordinator Pam Tharl, Finance and Human Resources Manager Sandra Wallace, Newborn Program Manager

PEPS Meets a Critical Community Need

Not long ago mothers were surrounded by a village that not only helped them care for their new baby, but taught them what they needed to know about taking care of their infant. Just by living every day in her village, a young woman learned about parenting, feeding, diapering and calming a fussy baby. Today new parents often have never seen a woman breastfeed, have never changed a diaper or swaddled a baby and put it to sleep. Most new parents live far from their mothers and relatives and are left on their own.

This social isolation from family and, most importantly, from other new parents can and does have a devastating effect on infant development and the mental health and stability of parents.

Social isolation has emerged as a significant factor in determining every child's social and emotional development. Socially isolated mothers, for example, don't look or speak to their babies as much as other mothers. This factor alone has been proven to negatively affect early learning. Social isolation has also been linked to child abuse and domestic violence.

According to the University of Washington's Center on Infant Mental Health and Development, there is substantial evidence that the foundation of emotional organization (a child's ability to respond normally to his/her environment instead of exhibiting too little or too much emotion), attention regulation and communicative skill emerges from the early, pleasurable interactions with caregivers.

Extensive research has shown that the quality of experiences in the first three years of life has a profound impact on later development, including how children perform in school.

Having caring relationships with sensitive primary caregivers is, according to the Center, the most important factor in determining later outcomes.

Post-partum Mood Disorder (PPMD) is another critical area in which PEPS plays a pivotal role. New data (reported by the National Women's Health Information Center) shows that 15% of all women experience clinical depression and anxiety-related disorders after giving birth. A CBS news report last

April reported that rates as high as 20% can be found in some states.

Situational depression has been found to affect large numbers of men in the challenging months that follow the arrival of a new baby.

The negative effects of PPMD on their babies are well documented. PPMD, for example, prevents parents from bonding properly with their baby which in turn impairs the baby's development. Researchers have found that mothers that are depressed are less likely to continue to breastfeed their baby, show books to the baby, play or talk with the baby or follow routines.

Through PEPS, more than 2000 new parents each year get prepared for their critical role as their child's first and best teacher. They connect with other parents who are experiencing similar challenges, stresses and sleepless nights to become part of a parenting community.

With the help of a trained volunteer facilitator and PEPS' comprehensive



curriculum, new mothers and fathers develop the skills they need to be effective and nurturing parents. By participating in a neighborhood-based PEPS support group, new parents overcome isolation and create connections in their direct neighborhoods and bonds that often last well beyond the end of the formal program.

Through PEPS, vulnerable and often confused new parents gain access to vital information on parenting and child development. Each week for a period of twelve weeks, PEPS Groups convene and participants share the earliest joys and challenges of parenthood and develop confidence in their own parenting abilities. For many, their PEPS Group becomes an extended family, a supportive community and frequently, a lifeline.

A report published by The U.S. National Library of Medicine and National Institutes of Health supports PEPS' methodology. The report highlights the importance of first-time parent groups noting that they serve an important social support and health function by developing social networks, helping new parents to gain self-confidence and by providing access to relevant information on child health and parenting. According to the report, "first-time parent groups provide lasting benefits not only for families, but also for society as a whole."

PEPS: Family-Away-From-Home

Nancy and Julian, you participated in a PEPS Group shortly after your son Elias was born in February of 2008 on the recommendation of a friend. Describe to us what that Group meant and means to you?

Julian/Nancy: Well, as you can tell, we are not Seattle natives – Nancy is from Ecuador, I am from Argentina. We moved here in 2004. Back home family means everything. Family is there – no matter what. Families live much closer than they do here in the U.S., so they are available to help support you.

When Elias was born a little over a year ago, we did not know anyone here who went through the same experience we had with a newborn. We had a few friends with children, but their kids were older. We felt a bit lonely. When our friend told us about PEPS (and she still meets regularly with her PEPS Group on a weekly basis - - after 6 years!), we signed up! Our group was and continues to be a blessing. We were really looking for the human interaction with other parents who were experiencing the same things as we did, had the same questions, and struggled with the same challenges. Our babies made it easy for us to connect! PEPS for us is the 'family away from home'!

You received a scholarship from PEPS – why was that important to you?

Julian/Nancy: When we signed up for PEPS we thought it was free to join. I was a UW student at the time and currently am in a post doc program. We live on a very tight and fixed income.

When the PEPS bill came in the house, Nancy opened it, and she almost fainted... When you live on \$2,500 a month, with rent taking half of that, every penny counts. We think not once, but twice, sometimes three times whether we can afford something. Before we spend money we enter it in our excel spreadsheet to see where we are at.... So we just could not afford the PEPS program fee. When we read that there are scholarships available, we contacted PEPS and were so happy that they approved our request. Honestly, we could not have participated in PEPS, without a scholarship and we are so grateful that this opportunity was there to support us.

I understand that you have continued to meet as a Group beyond your 3-month PEPS program sessions?

Julian/Nancy: Yes! We meet monthly as a whole group and in between there are lots of things we do together as couples/individuals. We support each other in babysitting our children. The few times Nancy and I went out by ourselves, we felt totally at ease leaving Elias with members of our group; And Elias barely noticed that we were not there! We support each other through tough times, and also have fun together. We just celebrated our first birthday party with all of our one-year olds at The Children's Museum —this was part of the support PEPS provides after the program session ended!





Over 2300 families served in 2009 through PEPS parent support programs

PEPS Programs



167 Groups – 1420 families

Newborn Program

The Newborn Program continues to be our Core Program serving parents in their very early stages of parenthood in King and

Snohomish County. 59% of families had one parent attending the group; 41% attended as a couple.

Orientation for Newborn Program

The orientation is an offering for expectant and new parents, with 2009 daytime and evening orientations offered four times a month in Seattle Lynnwood, and on the Eastside. This introduction to PEPS includes an

381 parents served

overview of the PEPS program with discussion about the early weeks of parenthood.

Baby Peppers and Little Peppers Program



Baby Peppers serves parents and babies aged 5 – 12 months. Little Peppers serves families with two or more children under the age of three.

26 Groups – 270 families

Groups were held at six sites: West Seattle (Youngstown Cultural Arts Center), Wallingford (Good Shepherd Center), North Seattle (Bitter Lake Community Center), and in Bellevue (KidsQuest Museum), Snohomish County (Martha Lake Community Club), and Bainbridge Island. Group facilitators oversaw group activities that consisted of large motor activities, singing, early learning, toddler play, parent

sharing and topic discussion. During 2009, we ran twenty 11-week sessions and six 8-week summer sessions.

Community Outreach Program

In 2009, PEPS continued to build its outreach efforts to ongoing PEPS Groups through our social networking site, PEPSNET. In addition, the PEPS community was invited to attend six PEPS sponsored lecture series events on topics of interest and concern to new parents today.

6 Lectures – 192 parents

Thanks to many respected leaders in the field of early childhood education, these lectures were relevant, well received and well attended.

Expansion to Snohomish County

In early 2008 PEPS and Lutheran Community Services partnered for the expansion of PEPS programming into Snohomish County. A significant grant from The Boeing Company paved the

way for PEPS Newborn and Little Peppers Groups. In 2009, 7 of our Newborn Groups and 4 of our Baby Peppers / Little Peppers Groups were held in Snohomish.

Jewish Family Service Partnership

In late 2009, we established a partnership with Jewish Family Service, through which we offer Newborn Groups, which include a focus on Jewish tradition. One PEPS/JFS group was held in 2009.

Newborn Twins Groups

We developed a partnership with Seattle Families of Multiples to offer parent peer support groups to families of multiples. In 2009, 6 of our Newborn Groups were Twins Groups.

Bringing Baby Home

The Gottman Institute's couple-focused workshop for expectant and new parents continued to be well attended in 2009. The workshops were highly rated and our Gottman-certified facilitators made this a popular program offering.

4 Workshops – 35 couples

Supplemental Group - Parents of Preemies



Our supplemental groups offer monthly meetings for groups of parents with unique needs. These drop-in groups are offered free of charge to anyone who is enrolled in a weekly PEPS Group (Newborn, Baby Peppers, or Little Peppers.)

Parents of Preemies was offered throughout 2009. A trained volunteer (also a parent of a premature baby) oversaw sessions that focused on shared personal stories, topic discussion and resource sharing. Monthly attendance ranged from two to seven parents.

was thrilled when I received the email from PEPS announcing a new support Group especially for parents with prematurely born babies. It was the only support group I found for dealing with life outside of the hospital. Beatrice and I went to the first meeting of the Preemie affinity group. We met once every month and this PEPS Group proved to be just as important as my regular PEPS Group, but for different reasons. I got to talk about the hospital stay; about concerns of developmental delays, and about the posttraumatic stress I've been dealing with since her birth. With this group, I have been able to begin to process our journey. Every parent in the room, including the facilitator, understood what I was talking about; it was part of their story too. Simply by being heard and affirmed, I've begun to heal.

9 months later, our little one is over eighteen pounds and as busy as can be. I'm so thankful to have found PEPS and the wonderful moms and families that will be part of our lives for years to come. And I am so thankful to everyone who makes PEPS happen, I am thankful to all of you for supporting what was, and is a lifeline in my life. THANK YOU." ~ Carol, PEPS participant

Supplemental Group - LGBT Parents (Lesbian, Gay, Bisexual, Transgendered)

We added our LGBT Group in late 2009. A trained volunteer (a lesbian mother) oversaw sessions that focused on shared personal stories, topic discussion and resource sharing. Monthly attendance ranged from five to nine families.

2009 PEPS Volunteers

In 2009 280 volunteers made the PEPS experience happen for more than 2300 families.

Our volunteers are the backbone, the heart and soul of our organization. Without them, we couldn't do the work we do. A heartfelt thank you goes to the following individuals who followed their passion and together invested 10,967 hours leading a group, speaking to our PEPS Groups, helping us in the office and at our events!

PEPS Group Leaders

Tamara Abrams Kathleen Allen Gina Alsdorf **Bethany Anderson** Julie Antos Sarah Arndt Lily Bach-Hilen Mary-lynn Ballew Katherine Barr Zoe Barsness Gail Bean Stephanie Berry Mary Jo Blahna Katharine Bond Lisa Bontje Courtney Borden Brandy Bradford Lesly Brandt Mardella Brekke-**Hutchings** Maria Breuder Phebe Briggs Mollie Brown Huppert Kerri Brown-Wooster Tabitha Burns **Emilee Campbell** Jolee Cano Natalie Carlson Mary Ellen Cavallon Kristina Cerise Margaret Certain Sloan Chong

Linda Chou Melissa Clauson Chris Clavey Alison Clayton Heather Cole Amanda Cole Sheila Coliz Julie Congdon **Amy Cooper Shelley Curtis** Helen Curtis Lauren Cutler Milyssa Daigle **Emalee Danforth** Shannon Dauber Megan Davis Tania de Sa Campos Jaynie Degnan Jennifer deMella Noelle Detrich-Eaton Rachel Dobrow Stone Lisa Douglass James Drage Sascha Dublin Kelly Dyer **Amber Earley** Karen Ennes Marie Ericson Lisa Erwin Regan Falcon Jill Farbarik Jennifer Farrow



Monthly PEPS Group Leader Training 2009

Whitney Ferguson Rachel Finley Tracey Fitzgerald Jocelyn Folawn Praise Fordham Shellie Fredrich Tisha Freer Alicechandra Fritz Gretchen Fues Audra Gallegos Lisa Garpestad Caren Gillespie Lisa Gilliam Dawn Goehner **Emily Goldstein** Beth Gongaware Windy Gossett Marianne Graham Vanessa Gregory Karen Gunther **Bombino** Lisa Hagar Katie Heady Susan Heid Kate Heidergott Camille Heinen Sandy Helgeson Dorothy Ho Nisha Hochwalt Claire Horn Rebecca Hoyt Angela Hurlock Michele Jensen Monica Jones

Catherine Kadera Tracy Kalloway Sabrina Kang Deb Kapsner Adrianne Keffeler Cher Ann Kier Molly King Kimberley Kirkland Ruddy Nicole Klages Tashana Kolanowski Vasantha Kostojohn Jamie Kownas Juanita La Fond Stina Lane-Cummings Linsey LaPlant Laurie Levy Erica Lightley Anne Livingston **Dawn Livingston** Kathleen Lonergan Julie Lowe Cecily Maguire Caroline Mann Rebecca McBrearty Gail McCallen Traci McCallick Jennifer McCauley Lisa Meuleman Lisa Mitchell Shirly Mittelman Joanne Montague Jessie Myers

Jennifer Joseph

Amanda Myerson Kristin Nasman Sarina Natkin Rachel Nemhauser Meghan Newell Jamie Notzka Elsa Nunes Ueno Megan Nyce Sean O'Connor Sarah Oeltjen Rachel Opel Angie Orthel Louise O'Sullivan Karla Pak Peter Pak Lynne Peck Theis Nichole Peterson Liz Pfender Allison Porter Mary Power Kathleen Pratt Leena Prindle Lexy Relph Krista Rietberg Deborah Rifkin Maritza Rivera Janet Robinson Carrie Rosenthal Julie Rude Lindsay Ruf Vicki Ruskin Sarah Sanford Sharon Sausville Leslie Savage Kelly Scott Jennifer Shavit Allison Shearer L'Nayim Shuman-Austin Dina Skeels Deborah Sleeman Karen Smilev Patricia Smith-Bell Amparo Squaglia Shellie Stockfish Heidi Stolte Kierstin Swanson Esther Teodoro Alexandra Thompson Laura Thompson Tamara Trepte Rebecca Trlica Cheryl Tyson Jo Usher Nikki Van Nimwegen Caroline Van Roekel Ute Varga Rebecca Ward Liz Warren Suzanne Wastier Yonnie Watkins Jill West Heidi Whalley Sara Willy Lisa Ziz

PEPS Speakers

Dana Kovachick **Becky Fischer** Cindy Palmer Sarah Tyack Janelle Durham Jennifer Rayden Shannon Salverda Rebecca Vidmore Maren Ostergard Shannon Schinagl Michelle Gaither Naomi Bryant Amy Wells Freeman Held **Beverly Pressey** Patricia Anderson Minda Brusse Laura Burke Louise Pietrafesa Ren Caldwell Teresa Ward Sue Borgstrom

PEPS Orientation Facilitators

Rachel Nemhauser Linda Chou Camille Heinen Shelley Prosise Leena Prindle

PEPS Supplemental Group Leaders

Lavinia Touchton Erin Miller Lisa Keuss

Little Peppers Assistants

Sarah Smith Cheryl Rogers Suzy Lenhardt Julia Cain Natalie Haydon-Hawkins Hollis Helton

PEPS Office Volunteers

Bob Watt Tim Stewart Danielle Ellingston Will Deardorf Laura Osterbrock

PEPS Committee Volunteers

John Bloom Kathleen Porch Sandra Schumann

PEPS Event Volunteers

Carol Adams Chris Ballew Erica Bigelow John Bloom Julian Burgos Elspeth Campbell Jeanette Comeau Peter Durham Izzy Durham Amelia Durham John Fahev Mariah Gentry Hollis Helton William Helton Greg Johnson Mimi Jung Josh Klein Joe Marini Kathleen Porch Stephanie Schrankel Kristen Walsh Doug Wint Liana Woo

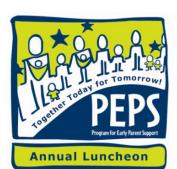
We strive for accuracy in our volunteer lists. If you would like to make a change to your listing or if your name has been inadvertently left off this publication, please call 206-547-8570 ext. 30.

Did you know that....

... our volunteer group leaders are passionate, TRAINED, prepared, compassionate, nonjudgmental, open to being evaluated by PEPS program staff?

... we host monthly trainings where volunteers get trained on our curriculum and on group facilitation skills?

... it costs PEPS about \$2,000 to recruit, train, and recognize 15 volunteer group leaders per month?



PEPS' 11th Annual **Benefit Luncheon**

On April 28, 2009, PEPS hosted its 11th Annual Luncheon with over 280 guests at Seattle Center Fisher Pavilion.

Thank you to all the guests, our Luncheon committee and Luncheon Chairs, Table Captains, Luncheon Challenge Donors and Luncheon Sponsors who made it possible for us to raise over \$100,000 for PEPS' programs.

Luncheon Committee

Mary Ellen Cavallon, Chair Erika Bigelow, Co-chair Michelle Agnew Jean Brumder Sarah Makar Ted Meenk Lavinia Touchton

Table Captains

Michelle Agnew Jana Barber Erika Bigelow Jean Brumder Amy Crocker Amy Daly-Donovan Jan Faull Stephen Fisher Kristen Gillisse Howe Leann Groby Gretchen Jansen Baird Johnson Megan Jones Ady Adrianne Keffeler Matt LaMotte Karri Lange Dawn Livingstone Sarah Makar Dani McDonough Ted Meenk Cliff Meyer Rick Miller Cari Morales

Ashley Olsen

Andrea Radosevich Gretchen Salazar Marni Seneker Shawn Swift Lavinia Touchton Kate Vaughan Susan Ward Sherri Wolson



Luncheon Challenge Donors

Ginger & Barry Ackerley Foundation Mary Ann Andersen Emily Anthony and David Maymudes Erika and John Bigelow Jean and George Brumder Sarah and Colin Bryar Maja Chaffe Stephen Fisher Sharon Frey Jones and Steve Jones Kathryn Imahara & Jeff Luckasavage Cliff Meyer and Alle Hall Mary and Stan Harrelson Baird Johnson and Katie O'Sullivan Mary Migeon Shawn and Jeff Swift Matt and Carol LaMotte Dana Pigott Onti and Morris Rosen Lavinia Touchton Susan and Glen Ward

Thanks to the generosity of our Luncheon Challenge Donors, gifts of \$250 and above were matched up to a total of \$18,000.

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Annual Report 2009



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"Having been to at least 6 PEPS Luncheons, I thought the one last week was the best. I really liked the speakers and enjoyed "Caspar Babypants". The food was also very good."

~2009 Luncheon guest

"I thought the Luncheon this year was great! Especially because I go to many of these functions and it always goes more smoothly when you have a professional as the MC! Also, I was happy to give at that level - I had actually planned on giving a little less but the challenge was a great idea. Especially when the testimonials were so well thought out the right people saying thoughtful things about their experience. Thanks!"

~2009 Luncheon guest

"I loved everything about it! It wasn't too long, and everyone at my table was completely bawling. Such compelling stories! It went so smoothly and was absolutely just right for the PEPS audience."

~2009 Luncheon guest

2009 PEPS Luncheon Keynote Singer, Caspar Babypants, aka Chris Ballew, PEPS DAD.



Where else do you see that many BABIES at a Fundraising event!



"Loved the challenge donor idea. It motivated me to give more than the \$100 than I was originally planning to give. Was very appreciative of the punctuality, and loved the FREE childcare."

~2009 Luncheon guest

2009 PEPS Luncheon EMCEE, Mimi Jung, King 5 news anchor and PEPS MOM.



A wonderful PEPS Luncheon Tradition: Cake before Lunch!





First Annual PEPSapalooza Family Music Fest to benefit PEPS

PEPS held its first ever Family Music Fest on August 22, 2009, featuring 4 local music bands and many activities for the entire family at the Bowl at Redhook Brewery in Woodinville. The fact that this event was sold out and very well received by our PEPS Community inspired us to continue hosting this event in 2010.

PEPSapalooza 2009 by the numbers:



188: Expected # of families (paid)

168: Actual # of families in the Bowl (incl. 3 walk-in families)

687: Expected # of attendees

598: Actual # of attendees in the Bowl **3.5:** Average family size in the Bowl

90%: Eyeball estimated # of children 5 and under

12.2%: No Show Rate

3: # times PEPS invited our community



47: # days it took for PEPSapalooza to

SELL OUT!

27: # Eastside families

13: # Snohomish County families

128: # Seattle families

36: # Musicians, groupies, performers

19: # Staff and volunteers

25: # Sponsor representatives

First Annual PEPSapalooza featured:

Caspar Babypants

Caspar Babypants makes simple sing along music for baby brains and parent ears. He is also known as Chris Ballew, lead singer of the rock and roll band The Presidents of the United States of America.

Board of Education

A fun, witty, and smart musical romp created by the Seattle band Central Services, fronted by a former elementary school teacher and published children's novelist, written for the tweens but with something for all ages. Kids (and kids at heart) get ready to ROCK!

The Not-its!

The Not-Its! are a rockin' 5-piece band on a mission to make kids dance! Featuring Sarah Shannon, singer of lauded '90s Sub Pop sensation Velocity Girl, The Not-Its! have just released their debut album, "We Are The Not-Its!" Their sound is unique in the realm of kids' music: crunchy guitars combined with smooth, four-part harmonies, all nestled within perfectly crafted pop gems that just happen to be about every-day kid stuff.

Ian Dobson

lan has studied and performed music throughout the world and has brought his Caribbean steel drum party to young audiences for over 12 years.

"We LOVED PEPSalooza - what a fun day. The location was perfect, the bands were awesome, and we were super happy that you did not pack the place to full capacity

with kids and families, the numbers were just right."

~ 2009 PEPSapalooza guest

Presenting Sponsor:



Supporting Sponsors:

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Fun Rent / Jam Town / KCTS
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Children's
Seattle Children's Theatre
Seattle Marriott Waterfront Hotel
Thistle Theatre / Willows Lodge
Woodland Park Zoo

2009 Supporters

\$10,000 and greater

Anonymous (1) Albert & Pamela Bendich Charitable Trust The Boeing Company Mary and Jim Hirshfield* Microsoft Talaris Research Institute Lavinia H. Touchton* United Way of King County

\$5,000 to \$9,999

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\$2,500 to \$4,999

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Over PEPS' 26 years of success we have assisted thousand of new parents on their journeys of discovery and have created a thriving community of involved parents - one PEPS Group at a time. Along the way, our PEPS community has been our greatest source of strength. THANK YOU!

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A Grandpa's joyful gift note to PEPS:

"Just a note to give you some positive feedback on this Holiday Season: Both of my daughters have received a great deal of support and fostered new friendships as a result of joining PEPS with their newborn daughters. Our granddaughters have asked us, through their smiles and contentment, to support the PEPS program. Enclosed please find our gift to help provide a bit of scholarship aid to new mothers who would other-wise not be able to join your program."

~ Bernie, Grateful Grandpa

\$250 to \$499

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The PEPS Financial Year 2009 Statement of Activities and Net Assets

Changes in Unrestricted Net Assets:

	Contributions	\$	137,498
	Grants	•	27,667
	Program service fees		261,966
	Special events, net		92,714
	In-kind contributions		331,573
	Interest income and other		7,069
	-		858,487
	Net assets released from restriction		43,256
	Total Unrestricted Revenues		901,743
Expenses:			
	Program		677,404
	Management and general		37,696
	Fundraising _		150,760
	Total Expenses		865,860
	Change in Unrestricted Net Assets		35,883
Changes in Ten	nporarily Restricted Net Assets:		
	Restricted Contributions		34,500
	Unappropriated earnings on endowment fund		1,825
	Net assets released from restriction		(43,256)
	Change in Temporarily Restricted Net Assets		(6,931)
	Change in Total Net Assets		28,952
Net Assets:			
	Beginning of the year		497,442
	End of the year	\$	508,394



The Little Peppers Experience



Three years ago when our first son arrived, we didn't really make time for a PEPS Group. We were happy first-time parents and things were going well. So well, in fact, that I was pregnant again just 9 months after Azure was born! When Theo arrived, I was thrilled to have 2 children but I didn't

really grasp what I'd gotten myself into. I'd heard the cliché, but had no idea how much harder it would be with 2. Even with great support networks in my life, at times, I still felt very isolated. And when my husband went back to work and out of town family had come and gone, I was home alone all day with a helpless infant and a demanding toddler.

My sense of isolation was far greater with my second child than with my first. I knew I needed to get out of the house more so I tried various mom and tot activities: a preschool class, story time at the library, Community Center playrooms. But these places were designed more for the kids than the parents. Invariably when I got home I'd feel more exhausted – and sometimes even more isolated. I wasn't in crisis but I often felt that I was simply coping – that I was on my own.

I heard about a new Little Peppers program in my neighborhood so I eagerly joined. Little Peppers was different from our other experiences:

- I could afford it, it was close to home and it was designed to support both the parents and the kids.
- I could relax because I knew my kids were safe and occupied.
- I could relax because I wouldn't be judged for not being the perfect parent
- And because I could relax, I was freed up to just let go and be myself. And to hear from other parents facing some of the same day to day challenges.

It sounds simple and really it is. But you'd be surprised how uncommon such a resource is.

Even though our official Little Peppers group ended a year ago, 8 of us have continued to meet weekly. Now that we've really come to know one another, I can see how powerful the peer-to-peer model can be.

In one year our small group has been through a lot together:

- one mom becoming a single parent through separation and divorce
- one mom diagnosed and treated for cancer
- and another parent losing a mother to cancer

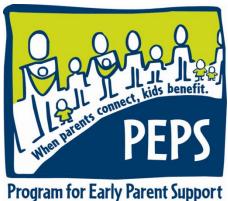
But I think it's the little struggles and victories that have brought us together the most. When you're struggling, there's nothing more powerful than hearing from someone else facing the same challenges. That you're truly not alone.

Because I got the support when I needed it most, I managed to stay healthy and sane and focused on being the best mom I could. Now I feel like I can reach out and be available for others.

With all the stresses families face today, it's more important than ever to make sure that parents have the resources available to not take that stress out on their kids. I want other parents, other stay-at-home moms, other moms with 2 or more kids, to get the kind of support I did. By supporting PEPS you can make sure this resource is available when parents need it most.

~ Kristen Walsh, PEPS participant and speaker at the 2009 PEPS Annual Luncheon





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

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