



ANNUAL REPORT 2022



SUPPORTING PARENTS
CONNECTING FAMILIES
BUILDING COMMUNITY



WWW.PEPS.ORG

OUR MISSION

PEPS connects parents to strengthen families and build community.

OUR VISION

- Resilient Families
- Connected Communities
- Equitable Outcomes

OUR VALUES

- Equity
- Innovation
- Inclusion
- Community
- Authenticity

OUR EQUITY STATEMENT

We believe that all families should have access to a healthy, supported life. As long as race and ethnicity continue to predict the future life chances of children in our state, we are committed to working with families, partner organizations, and communities to identify barriers to parent support and wellness, interrupt their negative impact, and eliminate the persistent disparities in child outcomes.

Dear PEPS Community,

In 2022, one thing became clearer than ever before: we need each other to be healthy, happy, and to thrive. Despite big challenges spurred by the pandemic, our incredible staff and volunteers have been listening, learning, and responding to what parents are telling us they need.

As we continue to pursue our mission of connecting parents to strengthen families and build community, we're centering our values and working towards our strategic direction. Our commitment to equity is ongoing and has touched every part of PEPS. We no longer hire a person or publish a new topic guide without asking: Whose perspective are we missing? Are we moving our community closer to equity? How are we making PEPS a place of belonging?

All of this work is planting seeds for the future of PEPS:

We're expanding our programs. In addition to our groups for new parents, PEPS now offers groups for expectant parents, parents of adolescents and teens, and affinity groups for LGBTQIA+ parents. We're piloting groups for single parents and working moms. After careful planning, we now offer groups both virtually and in person again.

We're increasing access to parent peer support through equity-centered community partnerships. Our partnerships acknowledge that we are just one star in a constellation of incredible organizations working with parents. We work with community partners to adapt the program, train leaders within their organizations, and provide funding where it's needed to keep these groups going. Our partners have their own communities, along with the expertise and lived experience to deliver the curriculum in culturally relevant ways.

We're advocating for systems change. Each legislative session, PEPS will support bills that improve life for families across our state like affordable childcare, paid family leave, and affordable housing. These are the solutions that families told us would make the most difference in their day-to-day lives.

We couldn't do this without the support of our staff, volunteers, donors, funders, sponsors, partners, advisors, ambassadors, and board members. Thank you for joining us as we work to provide a place for parents to be with other parents, learn together, and know they are not alone. Your investment of time and financial resources is a commitment to bringing parents together for social connection and supporting families across our community.

With deep gratitude,



Dana Guy, she/her
Executive Director, PEPS

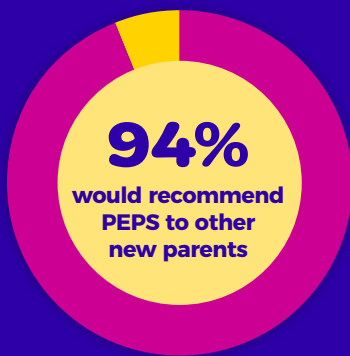
2022 PEPS Impact – At a Glance

PEPS OUTCOMES 2022

Our survey results consistently show that PEPS supports parents in feeling less isolated, more connected to other parents, as well as more confident and competent about their parenting skills.

THE PEPS EXPERIENCE

PEPS parents who completed the post-group survey rated their satisfaction and shared if they would recommend PEPS to other parents:



8.61 average satisfaction rating on a scale of 0-10.

25% increase in child development support after participating in PEPS.

For more details about the impact of PEPS, read our [2022 Outcomes Report](#).

3,505 PARENTS PARTICIPATED IN PEPS GROUPS



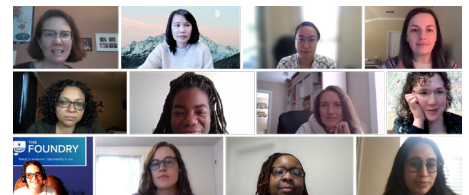
304 GROUPS MET: 287 VIRTUALLY 17 IN PERSON

1,007 PARENTS SERVED IN PEPS GROUPS THROUGH COMMUNITY AND NETWORK PARTNERS



126 PARENTS PARTICIPATED IN THE PROGRAM FOR PARENTS OF ADOLESCENTS AND TEENS (PAT)

168 PEOPLE TRAINED AND SUPPORTED AS GROUP LEADERS



7,152 VOLUNTEER HOURS DEDICATED TO SUPPORTING PARENTS



AFFINITY PROGRAMS

In 2022, we continued to develop our programming options for families that share affinities that intersect with their role as parents and caregivers.

We served 126 parents through 5 pilot affinity groups offering support and community to:

- LGBTQIA+ parents
- Single parents
- Working moms
- Parents caring for a child with a developmental delay or disability

Learn more about our [Affinity Programs](#).



NATALIE G., PILOT LGBTQIA+ AFFINITY GROUP PARTICIPANT

Meeting other parents who share the same affinity was important to us because it helped normalize our family structure... I was able to communicate with families that were just like ours and had older children and other experiences that helped put my concerns at ease.



Supporting Parents in Multiple Ways

PROGRAM FOR PARENTS OF ADOLESCENTS AND TEENS

Teenagers are facing a mental health crisis. As parents and caregivers, our presence and support of our kids is essential. We're thrilled that after two years of research, program development, and pilot groups, we officially launched our Program for Parents of Adolescents and Teens (PAT) in 2022.

PAT is a virtual peer-support program for parents and caregivers with children aged 10-19 years. Groups meet weekly with a leader trained in adolescent development and group facilitation. PAT Groups offer parents research-based information and resources and discussions on topics relevant to parenting adolescents.

In addition to PEPS-run groups, we served over 100 parents of adolescents through groups led by our PAT partners:

- Bainbridge Youth Services
- ChildStrive (groups for Spanish-speaking families)
- Mercer Island Healthy Youth Initiative
- Sistema Escolar USA (groups for Spanish-speaking families)



LILIANA MEDINA, FOUNDER OF SISTEMA ESCOLAR USA, PEPS COMMUNITY PARTNER

The curriculum in Spanish was not just translated. It was trans-created. That means the curriculum was put in a better, culturally relevant way so families in Spanish could understand better.



In-person PEPS Group at the PEPS Gathering Space in Wallingford.

RELAUNCHING IN-PERSON PEPS GROUPS

After moving to an entirely virtual model in 2020 due to the pandemic, we began an intentional process to bring parents together in person again in 2022. We created a strategy team who collaborated towards a very complex return to limited in-person PEPS Groups at community sites, which we launched in June 2022. As part of this process, we transformed our main office space into a Gathering Space and witnessed the power of social connection with parents, babies, staff, and board! The safety of our community, the unique circumstance of unvaccinated babies participating in PEPS Groups, and our values of equity, inclusion, and community were centered throughout the process.

We also continued to offer virtual groups for families who prefer to meet online. We're grateful for our Group Leaders who have been flexible, creative, and caring as we navigated this transition to offering PEPS Groups in different formats.



**SUPPORTING PARENTS
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SUPPORTING YOUNG MOMS IN SOUTHWEST KING COUNTY

PEPS Community Partner Southwest Youth and Family Services (SWYFS) offered a Young Parents PEPS Group in 2022, providing community and connection for young moms in their teens and early twenties during a major life transition. The moms connected virtually each week, discussing a topic from the PEPS curriculum and sharing their experience as new parents. The moms in this group bonded over their shared Latinx culture and values, exchanging stories about holidays and traditions they hope to continue with their own children.

The PEPS model builds community among parents who are going through the same phase of life. Affinity-based groups like the SWYFS Young Parents group are an important way for parents to find support from peers who may have shared experiences on multiple levels. Our partners are deeply rooted in their communities and have the cultural competency and community trust to best serve the parents that come to their organization for support. Read more of this story [on our blog](#).

Expanding Our Reach Through Partnerships

Working towards collective impact, PEPS has cultivated a variety of [partnerships](#) to creatively support and connect parents within and outside Washington State. Through these partnerships, we collaboratively provide peer support for parents in communities that we have historically not served or have not served well. Our relationship-based approach to partnerships means that each partnership is uniquely developed to serve the needs of that parent community.

Through our partnerships, we supported:

- Spanish, Dari/Farsi-speaking and multilingual parents, parents in recovery from substance use disorders, residents in low-income housing complexes, Black moms, and teenage/young adult parents.
- Families in King and Snohomish Counties, Bainbridge Island, Alaska, Hawaii, Washington DC, Texas, and North Carolina.

PARTNERSHIPS WITH COMMUNITY-BASED ORGANIZATIONS

Through the Community Partners model, PEPS supports nonprofits serving under-resourced families in Snohomish, King, or Pierce County. We invest resources and staff to train team members at community-based organizations on the PEPS model and curriculum. Community Partnerships are rooted in listening, learning, and seeking to understand how we can improve and adapt the PEPS model to be responsive to the needs of partner communities.

In 2022, 221 parents participated in 30 parent peer-support groups through Community Partners:

- ChildStrive
- Denise Louie Education Center
- Homeward House
- Launch
- Mercy Housing Northwest
- NISO
- Open Arms Perinatal Services
- Sistema Escolar USA
- Southwest Youth and Family Services
- Wonderland Child and Family Services

NETWORK PARTNERS

The Network Partners model gives nonprofits or small businesses the ability to use the PEPS model by licensing our curriculum to offer parent peer-support groups to their communities.

In 2022, 786 parents participated in 101 parent peer-support groups through local and out-of-state PEPS Network Partners:

- Bainbridge Youth Services, Bainbridge Island, WA
- Early Parent Support Anchorage, Anchorage, AK
- Healthy Mothers Healthy Babies Coalition of Hawai'i, Honolulu, HI
- Martha's Table, Washington, D.C.
- Mercer Island Healthy Youth Initiative, Mercer Island, WA
- Methow Valley Midwifery, Methow Valley, WA
- Partners in Parenting, Austin, TX
- Room One, Twisp, WA
- Seattle Families of Multiples, Seattle, WA
- Triangle Area Parenting Support, Triangle Area, NC



Advocating for Systems Change

In 2022, we continued building our capacity to activate our community to [advocate for equitable policies](#) for children and families. We participated in three statewide advocacy coalitions, informed and engaged our community around three advocacy priorities during the 2022 legislative session, and surveyed community members to inform our advocacy work moving forward.

2022 LEGISLATIVE PRIORITIES

- **Creating a diaper subsidy:** A diaper subsidy of \$100 per household per month passed, helping families with children under age 3 who are receiving Temporary Assistance for Needy Families (TANF) benefits pay for diapers.
- **Funding the Perinatal Support Washington Warm Line:** Funding of \$500,000 was approved, helping more families access perinatal mental health support and resources.
- **Simplifying Washington's Paid Family and Medical Leave (PFML) program by allowing advance applications:** Unfortunately, the advance applications portion of this bill was dropped. Simplifying the PFML application process will continue to be a goal for statewide advocacy coalitions moving forward.

ADVOCACY SURVEY

We were thrilled to receive nearly 400 responses to our advocacy survey in late 2022. The results are helping guide our advocacy work moving forward, from selecting our legislative priorities to determining the most effective ways to communicate with our community about this work.

Respondents ranked the following as the most urgent issues affecting families across Washington State:



**HOUSING SUPPLY
& AFFORDABILITY**



**HEALTH INSURANCE
ACCESS**



**AFFORDABILITY OF
PRESCHOOL & CHILDCARE**

Read the [key takeaways from our advocacy survey](#).

As we continue to develop our strategy and processes around advocacy work, PEPS is working to build a culture of advocacy within our community through consistent education, discussion, and action around policies that impact families in our state.



**TRACY CUTCHLOW, PEPS
BOARD SECRETARY AND
MEMBER OF ADVOCACY
WORKGROUP**

I'm excited by the idea of thousands of PEPS families banding together to make daily life easier for all families in our state. PEPS families know the power of gathering in community, and we know that caregivers and children deserve more support. Structural change is an important piece of the puzzle.



ONGOING GROUP LEADER TRAINING AND CURRICULUM REVIEWS

GROUP LEADER SUPPORT

PEPS offers ongoing facilitation training for all Group Leaders, including optional Advanced Facilitation Training sessions throughout the year on crucial topics such as active and culturally responsive listening, conscious and inclusive facilitation, developmental moments, facilitation tips for leaders with no parenting or PEPs experience, and many more. Leaders build community and find support through online forums, including monthly Leader chats for small group discussion and a Facebook group for PEPs Group Leaders to share tips and advice.

CURRICULUM REVIEWS

PEPS is dedicated to developing and refining our program curricula to reduce bias and ensure our materials are accessible and culturally relevant. In 2022, we worked with consultants to review our curricula through an anti-bias lens for racial bias and gendered language.



Engaging the PEPs Community

As part of our ongoing equity work, we have shifted away from a traditional nonprofit board structure. We have moved to a smaller Governance Board paired with a larger Advisors & Ambassadors Network.

EVALUATING OUR BOARD STRUCTURE

In 2021, we went through a process of reimagining our Board of Directors. We wanted a structure that would be more functional for PEPs staff so they could focus their energy on the needs of the community, and one that would be more sustainable for board members, who are often juggling work, parenting, and other commitments.

In 2022, we restructured to a smaller, more nimble board focused on a specific set of governance functions. The board supports PEPs staff and provides transparency for supporters and funders through oversight of the Executive Director, thought partnership on strategy and direction, ambassadorship, fiduciary oversight, and crisis management. The board prioritizes a shared decision-making process with staff.

After our first year with this new structure, here are a few key takeaways:

- Staff and board agree that the new board structure feels more effective, less time-consuming, and less performative.
- The board now interrogates whether projects truly center the organization's core work of supporting parents or simply create unnecessary burden for staff.
- The board collaborates with the Executive Director to prioritize opportunities for intentional connection and support.



REBECCA KOLADYCZ, PEPS BOARD PRESIDENT

PEPS staff and board both were in the midst of a yearslong journey to center equity in programs, internal practices, learning, recruiting, and fundraising. What would it mean to operationalize an equity focus in the very structure of the board?



INTRODUCING NEW WAYS TO ENGAGE WITH PEPS

We created an Advisors & Ambassadors Network to complement the Governance Board and provide multiple ways for members of our community to connect and engage with PEPs. This group is a broad, diverse, and fluid group of community members advising staff on specific strategic areas related to fulfilling our mission and strategic direction.

Advisors provide subject matter expertise and thought partnership to staff and can participate in committees or workgroups. Ambassadors spread the word about PEPs, make connections, build relationships, capture stories, serve as Table Captains for our annual Benefit Luncheon, and more.

Interested in supporting PEPs in a leadership role?

We'd love for you to join us! Learn more about [opportunities to engage with PEPs](#) as a member of our Board of Directors or Advisors and Ambassadors Network.

THANK YOU TO OUR INCREDIBLE COMMUNITY OF PEPS SUPPORTERS!

Our work to support parents, connect families, and build community would not be possible without the amazing community of volunteers, donors, funders, and sponsors who generously share their time and resources to support families in our community.

- See a list of our [2022 volunteers](#)
- See a list of our [2022 donors, funders, and sponsors](#)



2022 PEPS DONOR

I appreciate hearing about all the ways PEPS is expanding and diversifying to meet the needs of the parents in the greater Seattle area. It is very exciting to be able to support such important work!



Your Investment at Work

2022 turned out to be another challenging year. A year when we saw the light at the end of the pandemic tunnel, but were still in it. People had grown tired of gathering virtually, but were not yet ready to come together in person.

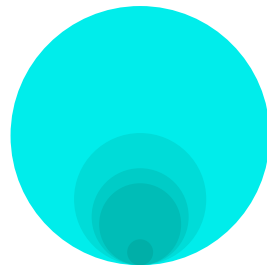
At the beginning of 2022, PEPS began recruiting table captains for our annual Benefit Luncheon. We heard a lot about the exhaustion and virtual fatigue, receiving responses such as "I love the Luncheon, but I can't do one more thing on Zoom." We listened to our community, pivoted, and decided to cancel our virtual event, replacing it with a four-week online giving campaign.

While our community came together and helped us raise funds, we continued to see a decline in donor numbers and multi-year giving commitments. We were able to count on relationships built over the years with our donors, funders, and sponsors, but building new ones proved more challenging. Program registration numbers did not return to pre-pandemic levels, resulting in lower program fee revenue, which comprised only 14% of our annual budget.

We are incredibly grateful to those who continued and even increased their support of our work or joined our giving community for the first time with their investment of time, expertise, and financial resources. The combined efforts of our giving community allowed us to adapt and build new ways to connect parents in extremely isolating times.

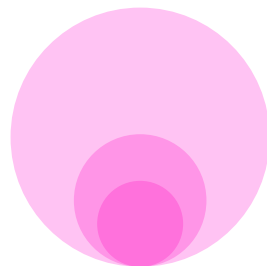
In 2022, we featured the work of our partner organizations through our annual GiveBIG and year-end fundraising campaigns. As an organization, PEPS will continue to operate with a community-centric abundance mindset, which includes investing in and uplifting the work of other organizations throughout our programmatic, fundraising, and organizational work.

Revenue \$2,240,922



- 49% Individual Gifts
- 26% Grants
- 14% Program Fees
- 10% In-Kind
- 2% Corporate Giving

Expenses \$1,958,948



- 72% Programs**
- 18% Fundraising
- 10% Admin

***Program expenses include: new program development, curriculum development and support, Group Leader recruitment, training and support, program evaluations, partnership development and support, community engagement, group registrations and systems, customer service, and parenting resources*

Net assets as of December 31, 2022: \$1,528,769

Note: Pre-audited 2022 financials. Numbers subject to change.

2022 PEPS BOARD OF DIRECTORS

Christine Chang
Tracy Cutchlow, Secretary
Lesley Edwards
Suzanna Fix, Vice President
Julia Gleason
Rebecca Koladycz, President
Caroline Koplowitz
Kathryn Zetzer, Treasurer

2022 PEPS STAFF

Patricia Andre-Edgar
Communications and
Marketing Director

Swarnima Aswinkumar
Leader Impact Manager

Sarah Bahn
Communications and
Marketing Coordinator

Zoe Barker-Aderem
Development Manager

Jennie Capron
Community Connector

Sarah Crystal
Program Manager, PAT
Program

Elizabeth Dawson
Leader Recruitment and
Support Specialist

Magill Dickerson-Lange
Donor Relations Manager

Michelle Geller
Finance and Administrative
Manager

Dana Guy
Executive Director

Polly Jirkovsky
Partnership Manager

Marion Mohrlök
Development Director

Cari Morales
Operations Director

Sierra Morris
Donor Relations Coordinator

Samantha Novak
Development Manager

Beth Peery
Impact and Evaluation
Specialist

Allanah Raas-Bergquist
Operations Manager

Melanie Roper
Program Director

Jasmit Singh
Operations Coordinator



Get Involved!

We strive to offer multiple ways for community members to engage with PEPS. Interested in helping families find support and build community? Get involved today – it takes the whole community to build community!

- **Join** a PEPS Group
- **Lead** a PEPS Group
- **Share your expertise** as a Guest Speaker
- **Join** our Board or Advisors and Ambassadors Network
- **Invest** in PEPS
- **Tell** a neighbor, colleague, or friend about PEPS
- **Sign up** for our newsletter or advocacy updates

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