

2013 ANNUAL REPORT

CONCRETE
SUPPORT

COMMUNITY
SOCIAL
CONNECTIONS

EMPOWERMENT
CHILD
DEVELOPMENT

FRIENDSHIP
PARENTAL
RESILIENCE

FAMILIES
SECURE
ATTACHMENT

Dear PEPS families,

2013 was a landmark year for PEPS as we celebrated 30 years of providing neighborhood-based parent support and education. Throughout the year, we reconnected with PEPS alumni who shared their stories and we reflected on our early days. Traveling back in time over three decades, we were reminded that although much has changed since PEPS was founded, a new parent's critical need for support remains the same, and that much about parenting is more true than ever before:

- The birth of a child is still life changing
- Parenthood still is one of the hardest jobs
- It still takes a village to raise a child
- Babies still don't come with a manual
- And, social isolation is still the #1 complaint of new parents.

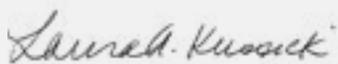
30 years later, PEPS has served over 30,000 parents, and we still continue to provide a simple, efficient and effective model that nurtures confident parenting, grows parent resilience and builds long-lasting community.

Our hands-on approach to providing programs and services allows us to be nimble and adapt to the needs of today's parents. In 1983, PEPS served moms in daytime groups; today, 60% of PEPS Groups meet in the evenings with two parents or single parents. Today, PEPS offers groups for dads who care for their babies during the day. Further demand for our programs has helped us grow groups for parents of two children and groups for parents of older babies. Additionally, through investments in time, resources and infrastructure, the PEPS reach on the Eastside, South Snohomish County and South King County is growing rapidly.

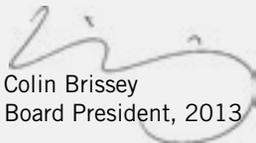
Over the next 30 years and beyond, PEPS looks forward to scaling our impact so that we can realize our vision of creating communities in which:

- No new parent feels isolated, ill-equipped or unsupported
- All parents feel confident in building a strong, healthy family, and
- All children thrive.

Thank you to everyone who celebrated this incredible year with us! At PEPS, we know it takes a village and you are our village! We are grateful for the generous financial support and for the dedication of your volunteer time.



LB Kussick
Executive Director



Colin Brissey
Board President, 2013

PEPS BOARD OF DIRECTORS

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★ CELEBRATING 30 YEARS ★

In 1982 a group of early childhood educators and social services professionals saw a need for a program that would bring new parents together, in their communities, during the critical first few months of parenting when feelings of isolation and inadequacy mix with the joy of welcoming a new baby. These visionaries used their knowledge, expertise and research to design a preventative model of parent support and education.

Though it was an exciting time for childbirth with Lamaze classes sweeping the country and parents taking a more active role in the birth process, there was little support for new families after the baby was born. Lisa Allen vividly remembers preparing for the birth of her first daughter 33 years ago in Seattle. Her childbirth class met only once after the babies were born, and then parents were on their own. She remembers thinking, "It's not supposed to be like this." A few years later, Lisa became one of the first group leaders at PEPS.

PEPS launched three neighborhood groups in 1983 with leaders like Lisa. 30 years later, PEPS continues to be embraced by the community as a unique and invaluable family resource.

During our 30th Celebration we asked PEPS families from over the years to share their PEPS stories. The results were incredible. Here are a few highlights:

"Our group has been the rock in our lives. We have celebrated our children's accomplishments (from first steps to recent college graduations), commiserated about parenting challenges (from picky eaters to empty-nest syndrome) and stood by each other as our families have gone through the changes that time brings to us all (the loss of parents, illnesses, marital stresses, career changes, retirement)."

—Laura M., 1991 PEPS parent

"I walked in to my first meeting, which happened to be right in my neighborhood, with my four-week old daughter and felt an immediate connection. Although it took a few weeks for everyone to feel comfortable, the group then began sharing EVERYTHING! We laughed, we cried, we realized the importance of knowing that we were not in this alone."

—Christine L., 2000 PEPS parent

"These other mothers were women I would not have met any other way, and we were all so different from each other, we likely wouldn't have naturally come together. But in this situation, with all of us struggling through the tornado that is new motherhood, we understood each other. Being together every week, we had time to grow into strong friendships. Our group still meets every week on Wednesdays, and even though we don't all come every time, I know all of us are there for each other."

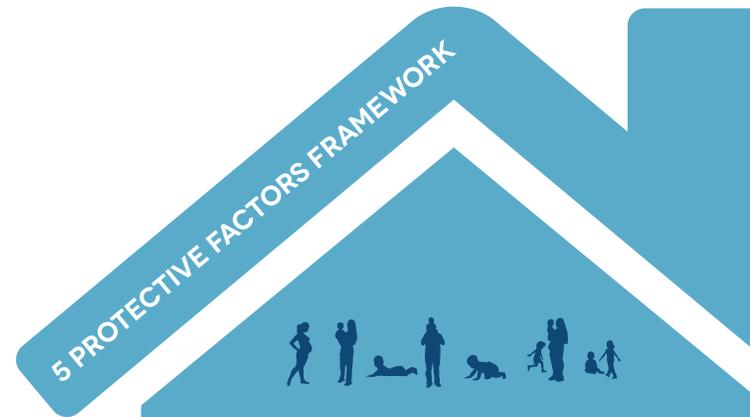
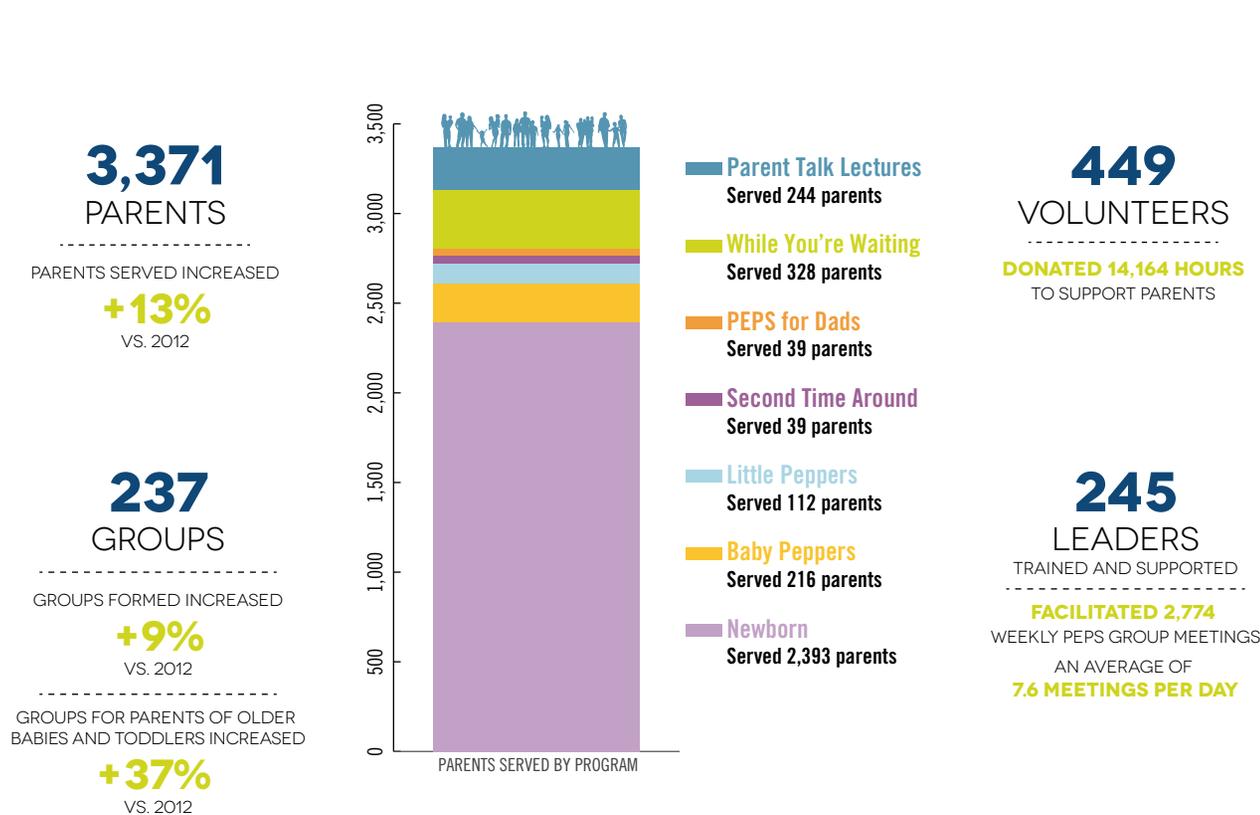
—Lexie T., 2005 PEPS parent

More 30th Anniversary stories: www.peps.org/about/celebrating-30-years



PEPS PROGRAMMING

Mission: Enable parents of infants and young children to build communities that empower them to meet the challenges of parenting through mutual support and sharing of information.



5 PROTECTIVE FACTORS FRAMEWORK

PARENTAL RESILIENCE

In a PEPS group, parents are encouraged to take care of themselves, celebrate their successes through sharing the highs of the week and support each other by sharing solutions to challenges.

SOCIAL CONNECTIONS

Based primarily in each other's homes with babies near in age and neighborhood, PEPS parents spend a part of each meeting getting to know each other informally, building new friendships that go beyond scheduled sessions. *94% of surveyed parents said that with PEPS they met new people who supported them as a parent, and who offered helpful advice on parenting issues.*

CONCRETE SUPPORT

PEPS shares information about local resources and ways to get additional support outside of PEPS, including fun activities, community and social services.

PARENTING & CHILD DEVELOPMENT

PEPS continually develops a curriculum that informs and supports knowledge of parenting and child development. Groups cover a wide variety of topics, including language development, temperament, parenting styles, screen time and more, as well as learning songs and ways to play with the babies. *96% of surveyed parents said that watching other babies at PEPS helped them understand that different children develop differently, reaching developmental milestones at different times.*

SOCIAL & EMOTIONAL COMPETENCE

PEPS promotes secure attachment between parents and their babies, along with a positive nurturing relationship.

HEALTHY FAMILIES – Measuring our Impact

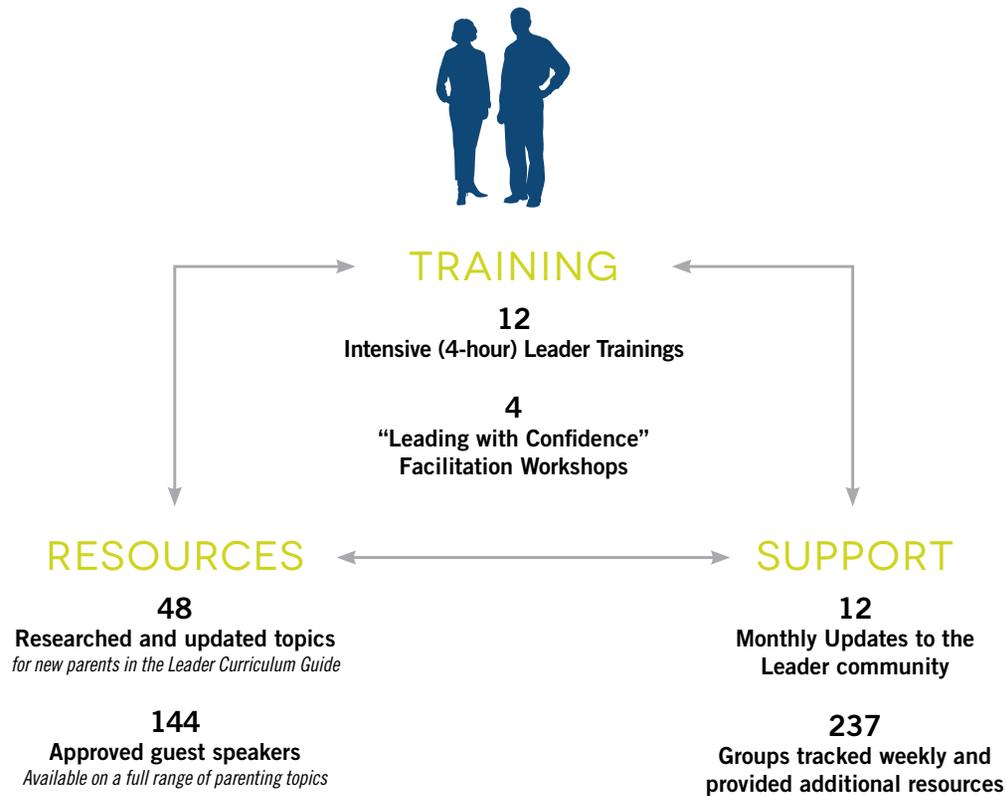
PEPS was founded in 1983 to support new parents during the critical first year of having a baby. **Our programming is based on the five protective factors framework of the Strengthening Families™ approach.*** We continually look at the responses of PEPS families to these factors, striving to measure and improve our impact.

PEPS parents overwhelmingly demonstrate that they receive emotional, social, informational and practical support after participating in PEPS. Overall, parents gain confidence in their parenting, including managing challenges, sharing their joys and finding a community while making the transition to parenthood. **For 30 years, PEPS has supported families and their wellness in our community.**

*For more information, see www.strengtheningfamilies.net

PREPARING AND SUPPORTING VOLUNTEER GROUP LEADERS

As each group nears a start date, PEPS readies a leader.



"I am so passionate about PEPS that I've now led two Newborn Groups myself and feel honored to be a part of an organization that truly gets the wonderful, but overwhelming early stages of parenthood." —Jessica S., PEPS Group Leader



PEPS OFFERING

Free bi-weekly drop-in professional support sessions, **ADJUSTING TO PARENTHOOD**, in partnership with Postpartum Support International of WA



4 QUARTERLY NEWSLETTERS

with articles & calendar reached a community of 10,000+ parents

PEPS was tremendously valuable to us personally as new parents, but the long-term impact the program has on families and communities is what sustains our interest and desire to continue our financial support of this program.

—Amy Daly-Donovan & Jim Donovan

Financial Assistance Brings PEPS to Families Stretched by the Program Fee

Generous donors support the PEPS Scholarship Fund, so that any family – no matter their circumstances – can participate and get support.

In 2013, PEPS gave 122 scholarships.

New in 2013, we reached more families in south Snohomish County with a grant from the Verdant Health Commission, providing 67 subsidized program fees for families in their service area.

Thank you so much for your consideration and quick response, we truly appreciate it.

We will be sure to contribute back to PEPS when we are both employed :)

—a PEPS parent in Seattle

DONORS

\$10,000+

Laurie Alexander & Erik Cullen*

Anonymous (2)

Apex Foundation

Carena Inc

Jim and Mary Hirshfield*

Microsoft

Jennifer and David Risher

Smith Brothers Farms +

Verdant Health Commission

\$5,000+

Pamela and Albert Bendich*

Bright Horizons Family Solutions, Inc.

Deborah Buccola

Jon Buccola & Sloan Benson

Cedarmere Foundation

Mary Ellen Cunningham & Matt Dressler*

GET State of Washington +

Cathy and David Habib*

Ellie and Barry Samson

Seattle Children's +

Verity Credit Union

Zulily

\$2,500+

A Nanny For U

Brighton Jones LLC

James and Carmel Drage*

Foster Pepper PLLC

Google

Point B

Heidi and Chris Stolte*

The Seattle Foundation

Washington Dental Service Foundation

\$1,000+

Alki Party Treasures

Anonymous (1)

Emily Anthony and David Maymudes

Melanie and Casey Arena*

Tasha and Shane Atchison

John Barnhardt and Liz Mitchell *

Catherine and Ronny Bell*

Erika and John Bigelow

Allison and Scott Bilas

Sara and Mark Billings*

Jay Bitseff and Kasey Huebner*

Colin and Maja Brissey*

Lauren and Harry Brown*

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Naomi Busch and Michael Codi*

Margaret and Andrew Certain*

Childish Things +

Community Foundation of Tampa Bay

Jennifer Crowell*

Amy Daly-Donovan and Jim Donovan

Edmonds Family Medicine

Christianne Eldred and Tom Schwab*

Elizabeth and Karim Farouki

Nicole and Sean Ferrer*

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Gebhardt Law Office +

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Colleen Montoya Barbano and Paul Barbano*

Andy and Amy Oakley*

Rebecca and Mike Pelletier*

Angie Polk

Poopsies

Shelley Prosize and Lincoln Smith*

Andrea Radosevich and Dana Cogswell*

Dan and Emily Raymond*

Lexy Relph and Glenn Joiner*

Russell Matching Gifts Program

Katie and Josh Samson*

Vicki and John Smolke*

Samantha and Eric Steinwinder*

Swedish Medical Center

Shawn and Jeff Swift*

The Barber-Lamb Family*

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The Bill and Melinda Gates Foundation

The Boeing Company

The Everett Clinic

The Harrelson Family*

Lavinia H. Touchton

Loma and Boyd Vander Houwen

Wendy Watt and Ray Derryberry

Karianna and DJ Wilson*



* PEPS SUSTAINER CIRCLE MEMBERS AS OF 12/31/2013 | + PEPS CORPORATE SUSTAINERS AS OF 12/31/2013

Visit peps.org for a complete list of over 1,200 individuals, companies, and community, private and family foundations who contributed to PEPS in 2013.

SMART STEPS TO GROWING OUR IMPACT

Our successful parent support model brings PEPS national attention. We frequently hear from individuals and organizations, locally and around the country, who want to launch a parent peer support program like PEPS in their own community, and they want our help.

"I am a grateful PEPS graduate – PEPS taught me more than I can say – it provided exactly what I needed when I needed it, in offering support & information. Now I live in Bellingham and feel a little heartbroken ... it is hard to find a "cohort" of parents, despite a small geographic region and a consistent birth rate. Every single time I see a new mother in town here I think that she doesn't even know what she is missing."

—a PEPS parent in Bellingham

In 2013 PEPS launched pilot projects to test how we can effectively grow our impact and bring the PEPS experience to more families. We collaborated with partners to adapt the PEPS model to the specific needs of their city or organization.

Four pilot PEPS-based groups are underway, and we will take what we learn from them to create formal pathways for organizations and individuals to partner with us.

We are excited to extend our work into more areas in the years to come.

To keep in the loop on our expansion efforts, visit:

www.peps.org/about/history-and-future/expansion-pilot-program



PEPS is taking its valuable experience of 30 years of delivering peer-based parent support and bringing those benefits to more families and to more communities.



INVESTMENT AND IMPACT

PEPS uses a model of donations, program fees and in-kind gifts to keep fees affordable, to offer financial assistance and to increase our impact.

SUPPORT & REVENUE

Contributions	\$	216,242
Grants	\$	52,000
Program fees	\$	337,106
Special events, net of direct costs	\$	259,704
In-kind contributions	\$	344,620
Investment income	\$	4,668
Realized and unrealized gains (losses) on investments	\$	(772)
Total Support & Revenue	\$	1,213,568

EXPENSES

Programs (including in-kind)	\$	856,164
Management and general	\$	61,922
Fundraising	\$	223,947
Total Expenses	\$	1,142,033
Net Increase in net assets	\$	71,535

ASSETS AND LIABILITIES

Current Assets	\$	633,292
Non-current Assets	\$	124,652
Total Assets	\$	757,944

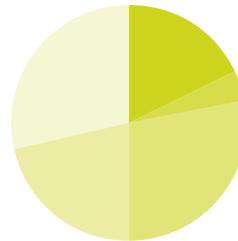
Current Liabilities	\$	39,871
Total Liabilities	\$	39,871

Unrestricted assets	\$	537,364
Temporarily restricted assets	\$	130,617
Permanently restricted assets	\$	50,092
Total Net Assets	\$	718,073

LIABILITIES & NET ASSETS

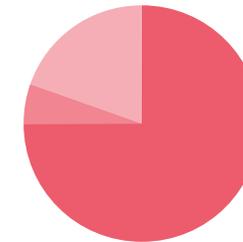
Total Liabilities & Net Assets	\$	757,944
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Support & Revenue



- Contributions 18%
- Grants 4%
- Program fees 28%
- Special events, net 21%
- In-kind contributions 29%

Expenses



- Programs 75%
- Management and General 5%
- Fundraising 20%

15th Annual
PEPS BENEFIT LUNCHEON
 Celebrating 30 years | March 3, 2013
 494 guests | \$219,648 raised

Presented by



5th Annual
PEPSALOOZA
 Family Music Fest | August 17, 2013
 450 families | \$47,000 raised
 30 community partners

Presented by



PEPS keeps it lean with 6.16 FTE staff, board leadership and 449 volunteers who worked together to serve 3,371 parents in 2013.

PEPS gets the word out to new and expecting parents through doctors, midwives, doulas and many others in healthcare and community organizations.

Your message to friends, neighbors and family about PEPS accounts for 76% of our referrals to PEPS!



Almost every day I talk to people making the life-changing transition from couple to family. Doing so without support is challenging and PEPS is one of the first things I mention to expecting parents.

PEPS is a great organization and the work they do really makes a difference in new parents' lives. I experienced this in my own journey and want every other new parent to benefit from this as well."

—James Drage, PEPS Board Member

THANK YOU FOR YOUR SUPPORT!

