



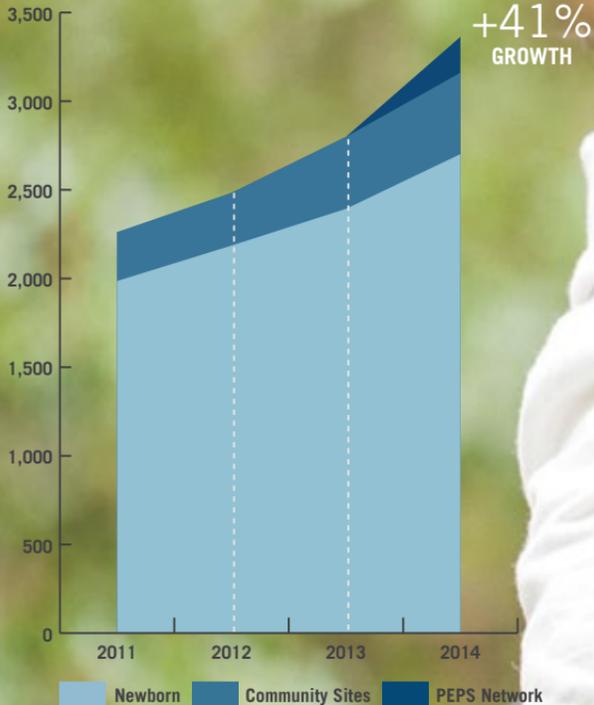
PROGRAM FOR EARLY PARENT SUPPORT™

2014 Annual Report



IMPACT OF OUR GROWTH

Parents Served 2011-2014



Dear PEPS families,

How many of you are connected to other people who support you as a parent? Imagine how you would feel without that support...isolated...overwhelmed...alone? At PEPS, our vision is to make sure that every parent has the support they need.

A lot is changing in the world around us, and technology has made it easier than ever to connect. But we know that the PEPS model works, and that nothing replaces the need for making real face-to-face connections and having a village of support right in the comfort of your own neighborhood. PEPS makes it easy for new parents to come together, provides a safe place to share highs and lows of parenting and builds lasting support at the most transformational time of becoming a new parent.

In 2014 PEPS embarked on plans to answer the question "How do we serve thousands more new parents looking for support during this transition of becoming parents?"

Over the last four years, PEPS has been growing. By focusing on effective program delivery and making thoughtful investments in outreach, the number of parents participating in PEPS Groups has increased by 41 percent since 2011.

The unique model developed by PEPS has attracted the attention of other organizations and communities who see parent support as a critical component of their work. For years, people have been coming to us, asking us to help them build parent peer support programs.

After running successful pilot projects in 2014, we've taken what we learned to create the PEPS Network — a model that allows us to work with other agencies and communities, in the Puget Sound and beyond, combining our expertise in parent peer support with what they know best for their specific communities.

We want to provide all new parents, no matter where they live or who they are, with a village of support. And we do that joyfully, with your financial help and the generous donation of your volunteer time. We could not do our work without you.

Thank you,



LB Kussick
Executive Director



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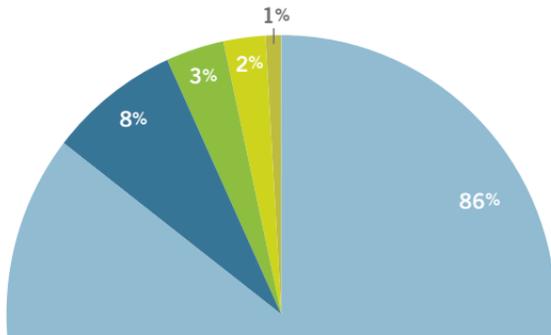
PEPS PROGRAMS

Our programs are open to all families, and our focus is on increasing family wellness and building resilience by preparing parents to cope with life stresses before problems arise.

PEPS implements the Strengthening Families™ framework, a research-informed approach to increase family strength, enhance child development and reduce the likelihood of child abuse and neglect. At its core are 5 protective factors that PEPS programs enhance and support:

- Social Connections
- Parental Resilience
- Knowledge of Parenting and Child Development
- Concrete Support
- Social-Emotional Competence of Children

PARENTS SERVED BY PROGRAM



- NEWBORN - 2,702 PARENTS
- BABY PEPPERS - 244 PARENTS
- LITTLE PEPPERS - 108 PARENTS
- SECOND TIME AROUND - 78 PARENTS
- PEPS FOR DADS - 29 PARENTS

3,161 Parents served

by 266 Facilitated Groups, an increase of +13% over 2013



3,118 Weekly PEPS Groups Meetings,

an average of 8.5 meetings a day



“Young families and building community are things that I am passionate about, so it seemed natural that I would give back to PEPS by volunteering.”

— Sean, PEPS Group Leader and a PEPS Dad





COMMUNITY

How PEPS supports Social Connections, a Strengthening Families™ protective factor — PEPS brings parents out of isolation during the newborn period by meeting in homes or in community-based locations with families that have babies close in age and who live near each other. We make it easy to connect by handling logistics and communications for group meetings and giving groups the tools to meet for activities outside of PEPS meetings and beyond the initial 12 weeks.



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VOLUNTEERS

FINANCIALS

DONORS



PROGRAMMING

NETWORK

ASSISTANCE

PROTECTIVE
FACTORS

VOLUNTEERS

FINANCIALS

DONORS

Through the PEPS Network, an additional **23 parent peer support groups connected and supported 202 more parents.** PEPS staff provided consulting, training, curriculum, parent resources and evaluations that helped PEPS Network members effectively deliver groups based on the PEPS model.

Our goal is to grow the PEPS Network, adding members who can make an impact on new parents by utilizing our model and resources in their own parent communities or locations.

WE ARE PROUD OF THE FIVE FOUNDING MEMBERS OF THE PEPS NETWORK

Boyer Children's Clinic; Room One in Twisp, WA; Seattle Families of Multiples; PIP (Partners in Parenting) in Austin, TX; and Bonn Baby in Germany.



“Boyer was thrilled to launch the PEPS program in 2014 to support our families of children with special needs. Not only did it enhance our existing therapies, programs and classes, but it also allowed the participating families to connect in a unique way and create a strong social support network that continued beyond the eight week program. We feel fortunate to have a partner like PEPS in our community.”

— Michael Stewart, Executive Director, Boyer Children's Clinic



“I love having a safe place to vent where people don’t try to “fix” but do offer sympathy, commiseration and possible solutions [and] suggestions. This is the highlight of my week these days!”

— Room One PEPS Group Mom





RESILIENCE

How PEPS supports Parental Resilience, a Strengthening Families™ protective factor — PEPS provides the encouragement and safe space to acknowledge the lows in parenting and offers peer problem-solving in a structured weekly format, **while showing a positive attitude towards parenting, a diversity of approaches** and by normalizing parenting issues and managing stressors.



PROGRAMMING

NETWORK

ASSISTANCE

PROTECTIVE
FACTORS

VOLUNTEERS

FINANCIALS

DONORS



PROGRAMMING

NETWORK

ASSISTANCE

PROTECTIVE
FACTORS

VOLUNTEERS

FINANCIALS

DONORS

FINANCIAL ASSISTANCE

PEPS provides financial assistance to parents so that ability to pay the program fee is not a barrier to participation. We've worked hard to raise awareness and ensure that all families know that if they need help, all they have to do is ask.

FINANCIAL ASSISTANCE PROVIDED

2009 – 2014



45% of parents requesting assistance received partial financial assistance and 55% received assistance to cover all of their fee.

PEPS gave **164 families** financial assistance, a value of **\$21,980**

71 PARENTS ALSO RECEIVED SUBSIDIZED PROGRAM FEES IN SOUTH SNOHOMISH COUNTY WITH OUR GRANT FROM VERDANT HEALTH COMMISSION.



“As a professional who works with families, I know how important it is to have a strong social support network. PEPS plays an essential role in our community by helping families combat isolation and giving them new tools for managing the transition to parenthood. And, as a PEPS mom myself, I’m still grateful for friendships that began in our group leader’s living room 18 years ago.”

— Lisa Mennet, PhD, Founder and Clinical Director of Cooper House; PEPS Sustainer Circle Member



THE FACES OF PEPS





“It’s so rewarding to watch parents grow together, supported by peers as they share the highs of a baby’s first smile and lows of trying to soothe an inconsolable newborn.”

— a PEPS Mom





LEARNING

How PEPS supports Knowledge of Parenting and Child Development, a Strengthening Families™ protective factor — PEPS presents parenting and child development topics in our curriculum and lecture series and includes a Developmental Moment with play, song and language as a key component of each PEPS meeting. [We partner with organizations that offer child development screenings and those that research brain development.](#) The PEPS meeting is an opportunity to observe babies developing week after week and to see that all babies develop at different rates and that there are many right ways to parent.



PROGRAMMING

NETWORK

ASSISTANCE

PROTECTIVE
FACTORS

VOLUNTEERS

FINANCIALS

DONORS



PROGRAMMING

NETWORK

ASSISTANCE

PROTECTIVE
FACTORS

VOLUNTEERS

FINANCIALS

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Thank you to our **299 Volunteer Group Leaders.** *We couldn't do it without you!*

As each group nears a start date, PEPS recruits volunteer group leaders. PEPS supports leaders by offering:

TRAINING

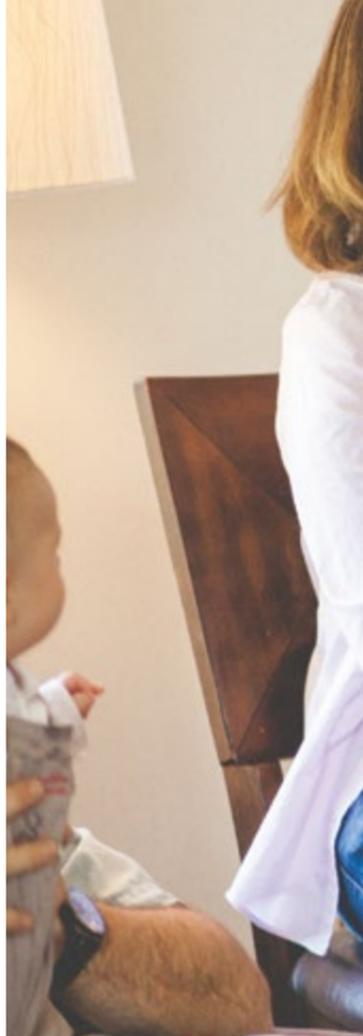
- 12 Intensive (4-hour) Annual Leader Trainings**
- 3 “Leading with Confidence” Facilitation Workshops**

RESOURCES

- 48 Researched and updated topics**
for new parents in the Leader Curriculum Guide
- 159 Approved guest speakers**
available on a full range of parenting topics

SUPPORT

- 11 Monthly Updates to the Leader community**
- 266 Groups, each tracked weekly and provided additional resources**





468 dedicated volunteers
supported PEPS, donating **17,542**
hours — Thank you!

“I don’t have a lot of time to volunteer, but volunteering for PEPS is an easy choice. It takes some time and commitment, but as a leader I make connections in my community that will last a lifetime. My goal is to lead one group a year – that’s just 12 nights out of 365 – and I know my time is making a difference because I see it firsthand. PEPS has given so much to my family and the greater Seattle community, it feels wonderful to stay connected and give back.”

— Stephanie Scott on why she volunteers for PEPS

“Through the weeks, our bond grew stronger, but the fifth week, when we talked about emotional challenges and changes, was where I really felt we could let our guard down.”

— Iliana, PEPS Mom





SHARING

How PEPS supports Concrete Support in times of need, a Strengthening Families™ protective factor — PEPS meetings themselves are a form of concrete support. PEPS also provides resources and referrals to lactation support, emotional support, help with calming a fussy baby, and developmental support. We also offer drop-in therapeutic groups in partnership with Postpartum Support Int'l of WA in our Adjusting to Parenthood program and cover topics on PPMD and self-care, with resources and preventative steps to staying well. In their Groups, parents directly support each other by sharing resources and swapping childcare.



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NETWORK

ASSISTANCE

PROTECTIVE
FACTORS

VOLUNTEERS

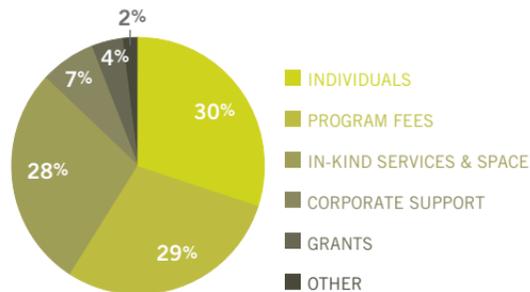
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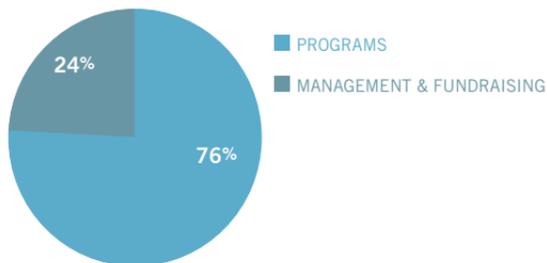


INVESTMENT AND IMPACT

2014 REVENUE \$1,254,300*



2014 EXPENSES \$1,225,275*



*Estimated prior to year-end financial review. Reviewed financials will be available at peps.org by late summer, 2015.

BOARD OF DIRECTORS

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ASSISTANCE

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FACTORS

VOLUNTEERS

FINANCIALS

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“My daughter was three when I led my first PEPS group and it’s so gratifying to see that PEPS has become such a thriving organization from its small beginnings then. How wonderful that the PEPS community is still there for my thirty-three year old daughter and her baby boy now.”

— Jana, PEPS Supporter

“The little people have a lot to tell us, if we listen carefully with our eyes, ears, hearts and an open mind. They help us learn who they are and how to care for them!”

— Debra, PEPS Group Leader





CONFIDENCE

How PEPS supports Social-Emotional Competence of Children, a Strengthening Families™ protective factor — PEPS supports parents as they nurture their children's development, language, and school readiness by offering topics such as baby's cues, schedule and routine, behavior, emotion coaching and discipline. During PEPS meetings, our group facilitators model ways in which parents can positively interact with their babies to promote secure attachment, which research shows is the foundation for all future healthy development.



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NETWORK

ASSISTANCE

PROTECTIVE
FACTORS

VOLUNTEERS

FINANCIALS

DONORS



Thank you to the 1,100 individuals, companies and community,
private and family foundations **who contributed to PEPS in 2014.**

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\$10,000+

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Bell & Peskoe LLP
Becca & Matthew Knox*
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Vitalogy Foundation

EVENTS

16TH ANNUAL
PEPS BENEFIT LUNCHEON
March 11, 2014
507 guests | \$239,975 raised

Presented by



6TH ANNUAL
PEPSAPALOOZA
Family Music Fest
August 16, 2014

525 families | \$41,000 raised
30 community partners

Presented by



\$1,000+

Alki Party Treasures
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Washington Dental Service Foundation
Washington Women's Foundation
Wondersitter
Tara Young & Ron Palaniuk
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* PEPS Sustainer Circle Members as of
12/31/2014



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